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# MACLEAN'S



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LIBYAN LEADER Muammar Gaddafi's current-day is consistently cut into smaller, due to his outrageous outfit.

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PHOTOGRAPH BY JEFFREY M. HARRIS FOR MACLEAN'S



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CANADIANS are among the biggest water wasters in the world. The reason it's cheap

# Wasting away

Often the best course of action is also the simplest, and that's especially true where the environment is concerned.

Everyone agrees water is a precious resource, so we should treat it as if it's truly valuable. The same goes for electricity, food and everything else we take from our environment. The greatest thing we can do is stop wasting when we've got it.

Maclean's new page special report on sustainability (see "Real ways to save the world" on page 45) takes a close look at Canadians' shocking resource-protection habits and what it will take to change them. It also includes a sneak peek at the controversial new book *Uncovering the Global Food Scandal* by British author Sir Simon St Laurent, which will be released in Canada later this month.

St Laurent sees some astounding statistics: Between a quarter and a third of all food produced by consumers in developed countries is thrown out rather than eaten. Add in the edible waste caused by supermarkets and food producers, and more than half of all food produced is simply wasted. This is due to consumer conscience, pointless policies and excessive international farm subsidies that encourage excess production, leading to more waste and more environmental degradation worldwide.

"If affluent nations stopped throwing out so much food, produce a third the world's remaining natural resources, and/or the climate would be lifted," St Laurent writes. Given that the average Canadian household spends \$2,300 a year on food—half in expenses after taxes, housing and transportation—it

should be easy for everyone to think more carefully about the food we buy and what we throw out.

The task may be somewhat more difficult when it comes to water. Canadians are among the biggest water wasters in the world, per capita, because we don't pay enough for it. Many municipalities sell water to residents at a loss, even to farm water agencies across Canada, only covers about 70 per cent of expenditures. If we're giving away water, it should come as no surprise that we're careless with it.

The same goes for electricity. Government subsidization and regulation unhelpfully leads to over-consumption as Canadians lack the price signals necessary to make rational decisions about how much they really need to use. The obvious solution is to charge more for both water and electricity. Yet this is seen as politically unpalatable. Canadians then serve need to accept the logic of higher prices before common sense can prevail.

This summer a poll for the *Journal Policy Options* found that nearly half of all Canadians would pay more for water if the tap water supply was not overabundant, but hoped producers nonetheless that we may be waiting up to the idea that prices should reflect costs. After all, it's just common sense. ■

IN KEEPING WITH our observation that environmentalism should be simple, logical and effective, we are pleased to announce that Maclean's will donate \$1 from every newsstand sale of this issue to Evergreen, a charity dedicated to greening Canada's urban spaces. ■

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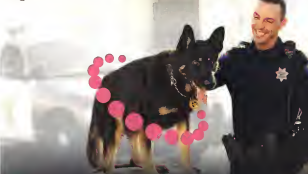
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things aren't even close to their absence. The promise of living for more important obligations. We ought not to be too busy to be a good citizen. To be democratic is for each of us to tend to the affairs of politics or of government. We must perform our civic duties: voting, giving our time, giving our expertise, partaking in meetings, conversations with our MPs, etc. Modern technology makes all these actions very easy to accomplish. No more excuses—let's fix it, the citizen.

Victoria Castro, Hawthorn

but others will succeed in their absence. The world will recover when we're gone. So let's all just enjoy our consumer lifestyles while we still can.

Ashley Macle, Saskatoon

WHY is Andrew Peter telling your readers that it's actually okay to destroy our planet as long as we have a good time doing it? ("The trouble with a No Impact Planet," Opinion, Sept. 28) People already have enough ways to justify the mess they're making without people like Peter giving them more. He

knows people will become diehards and the Republicans will swing to office.

Keith Doyle, Three Rivers, Que.

NO MAJOR STORM is once again a victim of the underfunded, left-leaning majority who don't get it. No oons, of course, never niquas, misgivings, misunderstandings and despite anyone.

Joseph Knapowicz, Richmond, Que.

#### THE ANSWER BLOWS

LETTER WRITER Winifred Genard-Corneau's suggestion that wind farm critics should give their "heads a shake" is insulting to rural Ontarians ("Whispering wind," Mail Bag, Sept. 24). We would welcome all windmills of 1,000 watts, such as the one that Genard-Corneau has in her backyard! Instead, we are forced to live with a 3 megawatt industrial wind turbine, which is one thousand times more powerful than her windmill! Rural Ontarians are not against wind power. All we are asking for are responsible health and environmental assessments and appropriate setbacks from our livestock and bedroom windows. Why not locate these misnamed wind turbines closer to the biggest ear of hay in Ontario, the city of Toronto—right in the backyards of a few doctors' homes? We all know the reason why this won't happen: Anne Murray, Marnett, Que.

#### EDITOR'S NOTE

The Maclean's survey of Canada's best and worst cities, published in our July 27 issue, mistook the residential tax burden for the city of Longueuil, Que. The original figure, as compiled for Maclean's by the Atlantic Institute for Market Studies, put the average tax burden per residence at \$666. The city of Longueuil now revealed its own estimate at \$1,241 per residence.

The published figure was calculated using only those taxes directly assessed by the City of Longueuil and failed to include the taxes paid by city residents to other services provided to the entire Longueuil Urban Agglomeration (of which the city forms a part).

The adjustment means Longueuil's grade for tax-to-income efficiency falls from an A- to a C+, or from two to 14th among the municipal governments surveyed. Accordingly, it drops from fifth place to seventh on the overall rankings. Maclean's regrets the error.

We welcome readers to submit letters to editor letters@maclean.ca or to Mr. Maclean's, 2200 Bloor St. W., Suite 100, Scarborough, Ont. M1V 1B7. Please supply your name, address and daytime telephone number. Letters should be less than 300 words, and may be edited for space, style and clarity.



HUMANS do make a huge footprint on the world, and, to be frank, there's no stopping it.

ON CONSUMERS our democracy is broken. Look at how our politicians treat one another. Look at our Prime Minister trying to make a coalition deal like a threat to democracy. For a true democracy we need a proportional representation system where politicians need to be elected, where politicians need to act as a team, where votes don't go to waste. No wonder people don't vote. Sometimes I don't blame them.

Joel Krishna, Calgary

#### ECON-FRIENDLY

FOR ONCE, I feel I can truly evaluate what Andrew Peter is saying ("The trouble with a No Impact Planet," Sept. 28). Aspirations to be a no impact society are not only futile but extremely expensive. Modern society lives on from levers of mineral labor, and allows us to focus on larger aspirations, and the development process—or progress—is possible as is a global community to move forward for continued innovation and civilization. A no-impact society would put the brakes on all of this. Humans do make a huge footprint on the world, and, to be frank, there's no stopping it. Eventually, we will reach the tipping point, and the world will pecker and soar. Some spaces may die off,

attract Starbucks, which points out that if we buy fair trade coffee, a higher percentage of the money we spend goes to the farmers who produce that coffee. Apparently we should continue to exploit farmers in developing countries, allowing the money we spend on coffee to go to the income-poor by wealthy means of Kraft and Nestlé. Peter claims we aren't actually destroying our world so much as improving our quality of life. Sorry, Andrew, but no matter how comfortable and happy you are with modern life, your comfort is at the expense of the planet, and your descendants will have to undo the impact you are leaving if they want to survive.

Karl Barrowman, Calgary

#### NON-RACIAL REASONING

IN THE LAST American election, people didn't vote for a white man, nor a black man, nor Barack Obama ("Diable! Obama? You mean Barack," Sept. 28). They voted for a Democrat because of their anger, frustration and hatred for a Republican president. As in our own country, protest votes are becoming all too common. And in the next American election, Obama will be gone—not because he is black but because he and the



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**SEAT COUNT:** New legislation would add as many as 56 seats to the current 308, all of them in Tory-friendly parts of the country.

## Hey Liberals, the House faces West



**ANDREW COYNE**

If, as we are told, the subject to the wireless audience over who is to be the party's nominee in魁北克 is the rivalry between Denis Cordier and Marc Gauthier to succeed Michael Ignatieff as leader, and if the supposition, as that suggests, is that the next Liberal leader must come from Quebec, in the historic party tradition of after-awards, and if, as that suggests, certain members of the party are still fixated on regaining Quebec as the source for their eventual restoration in the national governing party—then again I ask will some please...  
—*an author*

tion power grab to remind voters of Liberal hubris. And if ever the Tories win their majority, there goes the party's public subsidy.

There is a little more they will be responsible for their own rest of the day. They do not put aside their fascination with disemboweling them selves long enough to notice a much more serious trend, one that threatens to lock them out of power for decades. In a word, it is called redistribution. Even as the Battle of Quesada was raging last week, the Congress was leaping to the known they were preparing legislation that would radically redistribute the wealth of the country, all of them to the 14 seats of the current 168, all of them in their freshly paroled of the country B.C., Alberta, and suburban Ontario.

The Liborians can say they weren't warned the Conservatives have twice brought for ward similar legislation before this, only to see both die on the order paper. Neither can they object to the bill on any principled basis: these are the fastest-growing parts of the country, and the ones suffering the worst sex discrimination under the present abolition laws. Furthermore, the three provinces are home to nearly 65 per cent of the population, yet receive just 35 per cent of the seats. Atheria, with a population of nearly 3.7 million, gets just 26 seats, or one seat for every 140,000 people.

131,702 residents. At the other extreme, Prince Edward Island, with about 140,000 citizens, is guaranteed four seats—a ratio of one seat to 35,426 Islanders.

In any normal country, the sort of severe hard unfairness would be corrected after each census, simply by redistributing the seats among the provinces. In Canada, the process is hampered by a variety of constitutional and quasi-constitutional grandfather clauses the upshot of which is that no province can see any reduction in its current seat count.

If no province can have a free pass in that hot race, then the only way to achieve greater parity is by adding seats to the provinces that, as he is expanding the House, St. Laurent is truly "to bring Ontario, B.C., and Alberta up to their proportionate share; you'd have to add 64 seats overall. And even if no province is worse off in absolute terms, that doesn't mean the others won't squeak in getting their share of the total income. To be sure, in most cases they would only see a reduction in the unfair advantage they currently enjoy. But in the case of one province, it would actually be put at an unfair disadvantage. Unlucky, that province is Quebec—currently slightly overrepresented, it would be slightly under-represented in a reduced House.

So the ball the Tories are preparing is, more or less, a non-promiser. It would not move the three promises all the way to party, but more nearly so. Even so, it's nervy. It would appear the Tories are prepared to leave the survival of the coalition in Quebec, in anticipation of electoral gains elsewhere.

Which brings us back to the Liburde. If the Grits think they are going to rebuild out in the old stronghold of Quebec, they are delusional. The population, the money, and the power are all shifting west, and will continue to do so, with likelihood, for decades to come. Where are the Grits in the West? Nowhere, don't you see?

There was when Liberal governments rose to power with a healthy number of seats from the West. But that hasn't been the case for, well, decades; the last Liberal government to carry the West was Meadevin King's, in 1969. In the 60 years since then, the Grits have rarely won more than a handful of seats in the West—even in the Conservative election of 1984, they took just 27 of 58. Once, they could get by on the strength of their historic dominance at Quebec, as lately Orestio B. at Quebec is lost to them now. And Orestio, increasingly, is looking West, aligning its interests and values, not with Quebec, but with the western provinces.

What is the Liberal strategy for rebuilding in the West? Do they have one? Has it even occurred to them, obsessed as they are with retaking Outer Mongolia? Is this party for real? ■

**ON THE WEB:** For more Andrew Coyne, visit his blog at [www.macleans.ca/andrewcoyne](http://www.macleans.ca/andrewcoyne)

## Memorial to a very, very oppressive something

ANDREW  
PITTS

Only after the victory of the Solidarity movement and the collapse of Communism was the place turned into a proper memorial to Jewish suffering.

Disgusting, yes, but hardly surprising. Plagues, monuments, museums—all are political devices aimed at serving one version of the past over the rest. But, however warped the nature of the Auschwitz memorial under the Soviets may have been, at least you get the sense there wasn't a lot of posturing around about it. Stalin probably gave the order and it was carried out for, given his famously opaque management style, his underlying

probably just assumed that was what he wanted." Say what you want about Communism, but under Stahin, at least it had an efficient decision-making process.

Of course, whether that might have said about Communism is that they ran interdicted regions that terrorized half the world for half a century—an assertion that a few weeks ago seemed almost beyond the capacity of the National Capital Commission to handle. But the issue was a proposal to establish an Urban

instruments to the "Victims of Communism Committee," a \$1.5-million project, to be funded by private donations, that has been under way for three years. One meeting on Sept. 30, the board finally passed a motion supporting the concept of the memorial, but only after members about its fate were met by

Say what you want about Stahin; I think it's an efficient decision-making process. That was the

Originally it was to be called the "monument to the victims of Communism." But since NCC experts suggested that was too broad, they proposed adding the word "totalitarianism," so as not to offend the sensibilities of those Canadians who still affiliate themselves with the science of historical totalitarianism. But this didn't sit well with some board members, and in the course of the recent debate, it was suggested that the monument's focus was actually too narrow, and ought to be against totalitarianism in all its forms. Still others thought the project should highlight Canada's long and

The last meeting ended with the board approving a motion that, though everyone was left wondering of what sort. News reports of the proceedings drew international attention, most of it scathing, and Minister of Citizenship, Immigration and Multiculturalism Joan Kennedy stood up in the House of Commons to affirm his ongoing support for a measure of aid to the victims of Communism.

The NCC has since moved with unusual dispatch and quickly approved the title, "A Memorial to Victims of Torture in Transnational Communities—Canada, a Land of Refuge." The two group leaders, the press officer and a press release thanking the NCC for its efforts, though Charles Coffey, honorary chair of the initiative, couldn't resist in a dig: "Probably the board members at the NCC, like so many Canadians, are simply unaware of the work

and scale of Communism. The respondent still holds no doubts that:

In many ways, this is the perfect confluence of political correctness, bureaucratic buffoonery, and Canadian narcissism—a source of no end of gloe for right-wingers and red-baiters. It also fits with past NCC behavior—in 2007, the steward of federal lands and buildings in the capital removed a portrait of Lord Dufferin from Sparks Street Mall on the grounds that a panel beneath it feik-

to ensure that in addition to bringing responsible government to the colonies, he advocated the assimilation of French Canadians.

But the truth is, in a democratic society, any public manifestation of any screenwriter's grudge so have to deal with according stakeholders with contradictory and equally legitimate representations of the past. Canada is a pluralistic society populated by numerous voices of many generations and ethnicities, of whom I feel none sort of a

handshake or oppression, and carry with them a peculiar sense of grievance. Trying to navigate these competing viewpoints is difficult and the best of times, and far more fraught when the wheel of time are claims of oppression, murder and genocide. Sometimes I find it curious, like the Communist movement abroad, are the more general focus on the Plains of Alberta have more racial leanings—although the ongoing wrangling over the Wapiti memorial in New York City shows that no country, and no

Or, instead of lamenting this, perhaps we should celebrate the fact that, unlike Scalia's backing of *Washington*, our government can't merely press the past into whatever ideological shape they desire. We may have cartoonishly scientific bureaucrats who fall over the curves trying to ensure no one takes offense, but that may not be a flaw of our system but a benefit. Or, as programmers like to say, it's not a bug but a feature.

In fact, the actual nature of the mausoleum, at its prime, may not be as propitious as the values it is intended to celebrate: that price paid in. Really, monuments of this sort are best left to the totalitarian. Who needs a slab of stone reminding of Comrade's horren when you have democracy? To wit: a line from Bertolt Brecht: *Don't pity the country that has no monuments. Pay the country that needs them.* ■

**ON THE WEB:** For more Andrew Pollack, visit his blog at [macleans.ca/fundireporter](http://macleans.ca/fundireporter)

# MITCHEL RAPHAEL ON LISA RAITT'S HEELS AND WHY IT'S GOOD ELIZABETH MAY KNOWS HOW TO SAIL

## WHY YOU WON'T SEE NDP MPs ON PORTER (UNLESS THEY'RE VERY, VERY CAUTIOUS)

MPs from all parties picked the *Mill Times* 30th anniversary bash behind Liberty and Archer Canada. One of the sponsors was Porter Airlines, which offered free tickets in a raffle. As Transport Minister John Baird picked the winner from a pile of business cards, NDP MP Olivia Chow looked to the other side of the room out of sight. Chow's firmly opposed to Toronto's Gusty Centre Airport, which is where Porter flies from. She has even filed NDP MPs not use the air line even if they have meetings in downtown Toronto (the airport is close proximity, 10 min. to, to many key downtown locations, all a ferry ride, car or bus or travel time and airport fees). According to Porter president Robert DeLoe, who was at the *Mill Times* bash, NDP parliament Ed Broadbent has flown Porter (Does Olivia know?). Also at the party was Vancouver Liberal MP Joyce Murray, who spoke proudly of her nephew son Bobi Brinkman winning a prestigious award for his show *The Big Game* to *Evolution* at the Edinburgh Fringe Festival. Montreal MP Justin Trudeau showed off his cream-colored Flacoy shoes. Montreal Resident on Minister Lisa Raitt were killed on board with her heels. Raitt, who is quite tall, says she likes wearing high heels around short men. Apparently Quebec Premier Jean Charest's people weren't happy when she was leaving over him at airport event.

## I HAVE TO SIT WHERE?

When Stephen Harper's latest batch appeared on newsweek show on, Diane Finley, minister of human resources and social development, had to be behind



JOHN BAIRD (top, right) pulls the winning plane ticket, Justin Trudeau's shoes (middle, left), Diane Finley (middle, right), Elizabeth May and Victor Côté (lower left), Ed Broadbent (lower right), Olivia Chow

a mental bar near the Senate entrance to watch her husband, Doug Finley, who has placed in the upper chamber. Unlike the family members of the other new senators, the new ones allowed in the galleries. Trudeau dismisses NDPs are allowed only behind that bar if where they stand to hear the Speech from the Throne. She thought an exception could

be made because this is the first time (she was told by Senate staff) a cabinet minister has had her spouse appointed to the Senate, but no such luck. Finley did get a special chair so as not, behind the bar, though.

## MAY MOVES

Green Leader Elizabeth May is setting up the riding of Stan-

ish-Gulf Islands, where she will run against Gary Lunn, minister of state for sport. She's renting a house in Sidney, B.C., and will try to sell her Ottawa home. Her house in Nova Scotia, where she ran in the last election against Peter MacKay, is being rented out and her own place moved down. Friends drove her 700s from Halifax to B.C. and May a daughter Victoria.

Care took the dog Spunky with her to university in Halifax. The many islands in the riding mean May is taking a lot of ferries and there is talk she will get a boat to campaign with May, who says she has significant sailing experience. Besides the will not be, standing much outside the riding in the next election, except for the leaders' debates—if she is allowed to take part in the next ones.

## AND THEN THERE WERE EIGHT

Bloc MP René Fauriol recently resigned to run for mayor of the Montreal borough of Mercier-Hochelaga-Maisonneuve. Fauriol, Canada's second openly gay MP (after David Robinson), was one of the original Bloc MPs elected in the wave of 1993. The row leaves only eight original Bloc MPs in the 1995 wave, including Francine Lalonde and Christine Gagnon, Bloc Leader Gilles Duceppe, elected before 1993, and Leah Plamondon, the longest serving member in the House, a Tory who switched to the Bloc. In a farewell address, Fauriol noted, "I leave this House knowing that those friends in all the parties have been a pleasure to serve democracy and the people of Hochelaga." ■

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## Famed Julia Child editor **Judith Jones** on her new book, 'The Pleasures of Cooking for One,' and why she felt the need to write it

A CONVERSATION WITH ANNE KINGSTON

*Legendary book editor Judith Jones is renowned for discovering and editing Julia Child's first book, **Mastering the Art of French Cooking**, published in 1961. But she was also the literary savvy behind many gastronomic bestsellers, among them **Langos Pappas**, **Joanne Weir**, **Madeline Jeffery** and **Fabrizio Lorus**. Jones also co-authored three cookbooks with her husband, the food writer and editor **Karen Jones**. Now widowed, the 89-year-old is about to publish another, **The Pleasures of Cooking for One**.*

**Q** You wrote in the book that after your husband died in 1996 you didn't think you'd ever enjoy preparing and eating a meal alone. How did you come to realize over the pleasure in cooking for yourself?

A: I just did it and found that it was so sad in the little table that we always ate at with the candles and nice napkins. He was always a great one for rejecting the things that make something pleasing for the eye. He'd never let us put a ketchup bottle on the table, for instance. So I just found it was rewarding and humanizing something that had been a part of my life. And there was this sense of the past and the present coexisting.

**Q** It touches the stereotypes of people eating alone or someone gazing down something over the table as if you're the intruder. What's your retort?

A: I almost always listen to music, either a classical station or something I put on myself.

I don't like the distraction of talking voices. I do often read, though, either a newspaper or *The New Yorker*. And I always have a glass of wine.

**Q** You begin the book with the statistic that 51 per cent of *New Yorkers* live alone. And avoid us alone that many people now are single, then are married. Is it still there's substance in cooking well for yourself?

A: Yes, it's true. I get people whose eyes glaze over when I mention this cookbook. And I know I'm never going to win them. What I hear most of all is "Why should I cook when it's just for me?" But really, it's a lack of respect for yourself. Do you just want to grab a bite? I don't mind hardly eating if you just grab a bite. If you prepare a nice well-balanced meal and you're satisfied, you're not going to be eating in another hour or two, nibbling on something. Also, as I say, sometimes you will push away those two extra handfuls of meat and say "Gimme, that will taste really good with a few beans. I'll make a little caesar salad tomorrow night." You don't eat more than you need so that you're satisfied with the pleasure.

**Q** Even though we increasingly live alone, it seems that we dine in the idea that cooking is something that only needs to be left alone for others.

A: It is misguided. I wrote about cooking for one in *Gourmet* magazine and one man wrote to me: "What's wrong with doing it myself? Why doesn't the spouse or the neighbors do?"

**Q** What do you say to that?

A: Oh, I didn't answer [laughs].

**Q** What do you say to the common excuse "I don't have the time?"

A: I always answer, what are you saving your time for? Is it to catch more television? Or to Twitter? It seems to me that it is an important part of living and so almost saved time of day when you get away from your desk and having to talk to people. And you're able to concentrate on something that's very human and very pleasing. It's half an hour of your time. Some people spend that much time on their makeup.

**Q** It's obviously there is an appetite for this information. You write that you received a huge amount of feedback when you included a few recipes for one in your recent *The Tenth Muse*.

A: Yes, that's why I wrote this book. I did get so many responses from people saying "Tell us more. Tell us about it. What should you have on hand?" They wanted details. So I kept a record of what I did and what I enjoy and I hope I can capture a few minds. For it will change their lives because I believe that people who men that pleasure is as out as one of the fundamental pleasures of life.

**Q** There are a number of cookbook for good at cooking for one but they all seem to focus on quick and simple recipes.

A: They focus on one dish, not making only one dish. I focus on one dish leading to another, how you cook throughout the week. That's what's really needed.

**Q** Your cookbook is unique, even radical, in including recipes for others we don't associate with cooking for ourselves like cheese soufflé.



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and leaf-shade and actual rays, for which you offer a *seared duck*, or "*seared round*" [said with great politeness] and even a "*hard round*" [joke with a winky smile] I think that because people who cook for themselves think that if they cook a big stew they'll end up eating the same boring leftovers for a week.

**A** But you shouldn't have to, particularly if you draw on a lot of cuisines. There's always that old piece [of meat] where you can make a nice stew fry with vegetables with a Chinese accent. You can add some mushrooms and stock and make a delicious pasta sauce. So you're going from Chinese to Italian, you're giving yourself different flavors so you're not eating cold beef all week. So, there are problems to be solved [for the person cooking for themselves]. I really wish I could start a revolution.

**Q** What sort of problems need to be solved?  
**A** Well, supermarkets make us buy much more than we need to. So the poor lost cook is in the supermarket and thinks, "Do I really need this big bunch of parsley at \$1.99? How am I going to use it up?" You can have parsley salad once in a while but you can't have it every week. I think we should rebel. And if you get enough consciousness to being forced to buy more than we want maybe some supermarkets would start a campaign saying, "We care to sing too." They'd make a fortune.

**Q** Where supermarkets do offer single items you can't go wrong, which is the worst thing you can eat.

**A** Of course. You get more as much as you need. And someone else is cooking for you and knows where they put it there. That's another advantage of cooking alone you're in control of what you're eating and there is a growing awareness we should be more in control of our food and not let the food industry get away with what it has got to say today with raising our milk, raising our beef, raising our poultry, it's a horror.

**Q** The book offers a lot of tips for the solo cook to avoid waste, including one for what to do with the other half of the avocado [Keep the skin on it and put it in, rub it with lemon to keep it fresh for days].

**A** It's not perfect but it's better than dropping yourself an avocado. You do have to make some compromises.

**Q** How can people make cooking alone easier for themselves?

**A** There are a few things it's good to have on hand: a good chicken stock, a beef stock. And if you don't use it all, freeze it in an ice cube tray that way you can fish out one cube or two and you can use it in a pasta sauce or a hundred different ways. That's another one

I make three times as much tomato sauce, which I freeze in small containers. I do the same with cream sauce. Also, when your mushrooms are almost over the hill, save them in what the French call a *chariot*. You get the moisture out and pack them in a freezer bag. They're delicious in a sauce. I almost want some leftovers so you're not starting from scratch every time.

**Q** If you do so, remember freezing a dish after you've made it.

**A** I think that's kind of boring. I don't generally want the same dish twice. So I try not to cook a chicken and freeze three quarters off. I would rather use it again.

**Q** You've also found out how to entertain more while cooking.

**A** I think cooking alone is far too fancy saying "in slow combine this and that." I have a marble table next to my stove and I put ingredients on that directly. I don't have to have six bowls. I also find it useful when rinsing my floor with baking power to do it as wet paper, then to make your own lettuce and pour it into the other ingredients. I don't like having to look at six bowls and semi-random equipment when they disappear. I like to clean up as much as I can when I go along.

**Q** You didn't include *total cooking times* with your recipes, which has become a modern cookbook convention. Why is that?

**A** I really feel that we've gotten too far into the science of cooking to respond—they're the scientific formulas—instead of trying to enable the cook to eat them as delicious and to use all those senses your sense of smell, your eyes, even your ear so you can judge for yourself. I think this business of putting a quarter of a tablespoon of salt levelled off is nonsense. Just put a little bit of salt in at the beginning and taste. You're in charge of how much salt you want and what's right for you. That builds your confidence.

**Q** How sure that you discovered cooking for yourself offers the freedom to explore because you have to please only yourself? That is a weird low you cook or enjoy cooking in other ways.

**A** Yes, when you're alone you're more contemplative and mindful of what you're doing. I think that the most important thing is taking that extra care—focusing. It's very good for people as they get older and I think it keeps you focused, it keeps you alert. So try to keep it relaxing and contemplative and taste, taste, taste. That's what I've learned mostly.

**Q** Julia Child was famous for eating everything, with the proviso that it be enjoyed in moderation. Your cookbook doesn't shirk on drama, which makes me wonder if that's your philosophy as well.

**A** Yes, exactly. I have never had weight problems. I can eat whatever I want. I just don't eat huge amounts.

**Q** One of the pleasures of the book is the tips you've learned from the famous chefs you're worked with, like Julia Child's trick of keeping sugar cubes with a vanilla bean in a tight jar to use for a crumbly sugar top ping. Is your book's bourgeoisie borrowed from Julia Child? Certainly it's a lot easier than her version.

**A** It is modified from Julia Child. It's just a little simpler but it doesn't sacrifice anything. I stole a lot from my authors. Well, I really don't steal, I adapt because I've learned so much from everyone. I've worked with Madhur Jaffrey on Indian cooking. And I once saw a Chinese cooking book, and



**'It's half an hour of your time. Some people spend that much time on their makeup.'**

Charles Friesen on Middle Eastern cooking. I really have a sense of people to draw on, and they're all there in the kitchen with me so I'm never lonely.

**Q** What are you doing next? Another cookbook?

**A** I am doing a blog, The Pleasures of Cooking for One [found at [pleasuresofcooking.com](http://pleasuresofcooking.com)], to put a conversation going. Because that is a stumbling block, people feel so alone and they have a fear of failure. I'm just starting to get my first year. It's all new time. I didn't grow up with blogs, you know. **M**

# How to fix democracy. Step one...

Last week, CPAC and Maclean's presented "Our Democracy is Broken: How do we fix it?", a panel debate featuring former NDP leader Ed Broadbent, author John Ralston Saul, former Reform party strategist Rick Anderson, Jean Chrétien's senior policy adviser Eddie Goldenberg, and Andrew Coyne and Paul Wells from Maclean's. CPAC's Peter Van Duyn served as moderator. An edited excerpt of the discussion:

**Van Duyn:** The British question period is so much better than our question period it makes you weep. The questions in the British are answered; the answers are actually answers. There's a lot of ribbing and kidding, but it looks like how parliament is supposed to look.

**Wells:** Question period's a good place to start. I don't think it's the cause of all of our problems, but it is in there in the middle of the parliamentary day like some evil genius, having an argument with your spouse or partner in which each of you could only have 15

seconds at a time to make your point. The evening would go downhill really quick. Well, they do that every day in question period. They implemented that 15-second time clock because there were five parties in Parliament 15 years ago. Now that there's four, one of my model proposals is to give everyone 45 seconds. I also think we should move question period to the morning so that everyone has the rest of the day to mull over. And, like the Brits, we should only require the prime minister to answer questions. On another day, have the economic ministers taking questions about their economic policy, and on

another have social ministers taking questions about social policy. We could actually discuss the complex affairs of the complex country in though we were grown-ups.

**Broadbent:** I think the electoral system and the lack of civility are related. Look at Germany, where [votes] translate at about 50 per cent compared to around 60 per cent in Canada. They've had what we would call a minority government in Germany for the past three or four years. Two of the larger parties sat down and said, "No one's got a clear majority so let's reflect how Germans voted," and negotiated a long-term agreement. If we did that here in Canada—recognize majority's likely to have a majority—then we'll also get some more stability.

**Goldberg:** There's a big difference between talking about our democracy, in general, being broken, and a problem with how question period operates. Democracy doesn't exist in a perfect form because different parties pursue different values and they ask the people to judge. The reason I say our democracy isn't broken is the country is working pretty well. We've come out of a difficult economic situation better than almost everybody else. And why? Because our regulatory process, passed by Parliament, has been pretty good. We're a country that

is not a nation, we don't have a lot of the racial, religious or sectarian problems of other countries, in part because of our democracy. Can the House of Commons work better? I'm certain it can. But are there other countries in the world where parliament or congress can work better? Absolutely.

**Wells:** Whether it's broken is not, if [people] think it's broken, maybe that's why they stop voting. They feel that democracy and the people who get power aren't talking ideas, and aren't taking those ideas into dealing with essential needs and problems.

I don't think the problem of our House of Commons is a lack of civility, it's a lack of ideas. If you read the debate on the rebellion losses bill in 1994 that led to the burning of the Parliament buildings and snippets on the life of pretty well everybody who was running the country, it was a fabulous debate. It was really tough. But it was filled with ideas. There's nothing wrong with reason, providing there are ideas in the nucleus.

**Anderson:** I don't think there's a shortage of ideas. I know a lot of parliamentarians can both sides of the aisle, among both good ideas. But modern politics is not an idea-friendly zone. It's not that the participants don't have good ideas, it's that when you do, you get no reward, you don't get control, you get drowned out by chatter. I'm not trying to discourage the parties, because it's not just them. The parties themselves do this. Mr. Duceau makes a serious speech about foreign policy and his opponents don't even bother to respond.

We've got an increasing concentration of power in the hands of the party leaders. We routinely watch party leaders tell their MPs how to vote or watch them tell people who can't be confident. We've reduced much discussion of 300 parliamentarians into what the three or four party leaders are saying. It's nothing as if the diversity of views and the variety of expression that exists in Canadian politics. It's also broken the relationship between all of you and your MP, who's regularly perceived as authority they do not they're not.

**Coyne:** Every party leader comes in promising to give more responsibility to MPs. It never seems to happen. What can we actually do to change that?

**Anderson:** First of all, after voting in the House of Commons let the MPs decide how they're going to vote on most votes, let them represent the constituents who elected them, their own, their rural ones. Don't treat it as a vehicle to the leader. A second thing is we

could tell leaders to stop looking around with the notion of process of candidates in a lot of ridings, like half, it's clear at the beginning of an election which party is going to win. Couple that with allowing leaders

**WILL DUBOIS (Top left), Rick Anderson (Top right) and Peter Van Duyn (Bottom left), Andrew Wells (Bottom right) and Broadbent**



**'MPs have surrendered authority to the point where everybody thinks of them as trained seals'**

**Coyne:** Isn't part of the problem, though, that every day there are all kinds of free votes, that MPs actually exist as foot soldiers? Because their ambition leads them to say, "The only way I'm going to get into cabinet is if I keep my vote close."

**Anderson:** That's true. MPs have gradually surrendered authority to the point where everybody thinks of them as trained seals. **Goldberg:** There are two points about MPs that I'd like to make. One, parties get elected as platforms, and the MP should be helpful to implement the platform on which he or she has gotten elected. But more impor-

tant than that, let's look at the United States' system. Two parties and 100 members of the House of Representatives. They're not in a party discipline. There's not much party discipline. And who has the most influence?

The interest groups, because it's a lot easier to influence three or four members of Congress than the government as a whole. Lobbyists have enormous influence in the United States that they don't have in Canada. That's partly because we have a system of party discipline.

**Saul:** It used to be that when a cabinet minister stood up to speak or the critic for that cabinet was asked to speak on the other side, their opposites sat in their seat

to listen. When the prime minister got up to speak, the leaders of the parties stayed to listen. When Mr. Broadbent got up to speak in the leader, the prime minister stayed to hear what Mr. Broadbent had to say, party men of parliament, party out of respect for... **Broadbent:** No, he just wanted to hear what

**Saul:** Of course, I was coming to that. Very gradually, over the years, it's a policy, that in 1982 it's a policy, that you do not stay because you will be going credibility to what the other side and on the other side. The other side of the House says when someone stands up to speak the sincerely if members on opposing sides won't stay and actually listen to words? Well, one can talk about ideas if nobody will stay to hear what the

**Weller:** One of the things that struck me is that over the last decade or so, our political leaders have gotten out of the habit of turning to the Canadian people when there's an important issue before the country. Pierre Trudeau offered up some TV time and gave a long set speech in prime time about constitutional reform, or the election in Quebec, or wage and price controls. Mulroney used to do that, I believe. Clinton did, certainly just before the referendum and once or twice after. Paul Martin and Stephen Harper have not gone on TV to explain anything except the necessity of their continuing to govern. I find that disappointing. In Poland the foreign minister has to go up once a year and explain, in a long set speech, the foreign policy of Poland as regards the entire world. We could scrape that idea. Our leaders have wasted themselves into a state where they think the only way to advance stuff is to kind of stalk it through while no one's looking. We've got a whole generation who's very good at his job, who seems to have a lot of public support, and who is really happy to play when the red suit's looking, and I'm not sure that's healthy in the long term.

**Coyne:** We actually have, by a lot of standards, very sophisticated, able people leading our political parties. The system drags them down to our level. You've got a Michael Ignatieff who's written several books, is a linguist as they come, and he gives the most brutal, did, stupid speeches and it's vital because he's obviously capable of more.

There's been a lot of criticism of the media's contribution to that problem, and I'm here to tell you it's as bad as they're saying, and worse. We do a miserable job covering elections, and we do an even worse job between elections. Mostly, people want to know: who are these people running for a place and what are they going to do for us? If we answered those two questions, we'd be doing a lot better job, but it's tough to do that for an entire campaign. A possible way of addressing this is the role of the televised debates in our campaigns. There was a very interesting report from the Queen's University Centre for the Study of Democracy that came out recently

that said rather than having these big paid-for debates as we have, where we only have one on each official language, what if we had a series of debates, one a week at least, and not just necessarily involving the party leaders but maybe the finance minister and the foreign affairs minister. What if we concentrated the campaign around those debates, and not these meaningless leader tours? Does anybody think that would achieve much?

**Broadbent:** I think it'd be an excellent idea. If at least once a week in the campaign the leaders could sit down calmly and discuss foreign policy, social policy, and structure it to it's a discussion, not an aggressive exchange—and involve citizens and other members of Parliament, it would be far better. People who like watching matches won't watch, but people who want to watch a serious discussion and make their minds up based not on who's the best fighter but who is the most thoughtful leader will.

**Anderson:** I think most debates would probably be a good idea, but I would be very pessimistic about the parties—particularly the party leaders—agreeing. As long as you've got this opposition amongst the broadcasters and the parties, basically the parties usually get to decide how many there's going to be, and the fewer the better. The opposition parties only stand out purely to lead the government and waste the least number of those opportunities.

**Coyne:** Can I throw in the role, as an aside, of the free-market solution to the decline of democracy, mandatory voting? It works in Australia. It's as the best-of and one-of but as part of a general re-engagement of saying, "Look, you have the right to decide your ball lot, you have the right to say what of the above, what you don't have a right to do is



GOLDENBERG (left) said democracy isn't broken, but it does need strong leaders. Social-claims parties looks better on your duell.

on your duell." **Broadbent:** Let's pretend we're in Calgary and there's an election coming, and you're a Liberal or a New Democrat. You're going to go home and forget it, because every MP elected as a Conservative? Or if you're a Conservative, in downtown Toronto, you can almost forget it, since that's not a Conservative elected, although Mr. Harper's party got thousands of votes in Toronto. You're not likely to be as motivated to vote, so you're likely, if you know where your shape is, that you're going to elect anyone. I think it is true for a lot of regions in Canada. We have to change the system so every Canadian in every region will know his or her vote will count.

**Goldenberg:** I don't comment on the proportional representation. I don't like it. I don't think that it works. I think you end with proportional minority governments.

**Coyne:** Sort of like now. **Goldenberg:** I've always believed in the collective wisdom of people. People in 2006 weren't prepared to throw Mike Martin out

PHOTOGRAPH BY ANDREW F. THOMAS

but they weren't prepared to give him a majority. In 2006, collectively, Canadians were prepared to take advice on Mr. Harper but they weren't prepared to give him a majority. When the same thing is 2008, I'm not sure if we're going to have minority governments forever. We may have another minority government, but there have been minority governments in the past. Things change.

We have a real problem in this country because there isn't a political leader who has the guts to say that his programs are going to acquire a tax increase.

I know you have to debate where a political leader doesn't commit political suicide by saying that we want to get rid of child poverty, or we want to increase spending on the military, or whatever, but people are collectively going to have to pay for it. Mr. Ignatieff, usually, a few more times ago, and may be he'd have to increase the GST back to seven per cent. I thought that made a lot of sense. The story was "Ignatieff's gaffe," and uniform-

ally he's back peddled, I think wrongly. **Coyne:** If people did say they were going to raise taxes, it's not sure anybody would believe them. We're got to the point where people actively disbelieve whatever comes out of a politician's mouth, and they've got good reason to believe that. It's not a campaign of saying, "I'm not going to raise taxes," and then they do. They run on a campaign of saying, "I'm not going to freeze wages and prices," and then they do. They run a campaign saying, "I'm going to get rid of the GST," and then they do. We've been burned so many times, it's trickled people to the point where they just don't believe anything that comes out.

**Goldenberg:** That's a bit simplistic, Andrew.

Coyne's that's not validated by events. Look at the present government. "We're not going to raise wages taxes," and then you do, "We're not going to," and we do it.

**Goldenberg:** There's a problem with that. Andrew says expect politicians to give more what they're going to do for the next four or five years regardless of how the world changes. Nobody thinks that as their personal life. Nobody can do that as their business life. It just doesn't make sense and we're castigating politicians and then we're cynical if we don't meet them.

**Anderson:** We've come to the point where that which is good public policy is deemed to be bad politics, and that which is good politics is bad public policy. We can't even begin to have an honest discussion in this country about health care, because immediately every body man off into two camps and they start clubbing each other over the head with their language.

**Van Dusen:** What is the obligation of leaders to make a Parliament work?

**Coyne:** It's a matter of incentives. Our system isn't built for reality party majority governments, it was a system that was constructed in an age of two-party politics, and it works pretty well with two parties. When

you get to three or four or five or six or breaks down. The system is highly leveraged that a two per cent swing in any popular vote leads to a 60 per cent swing in your seat count, and so everybody thinks, "If I can just get another two percentage points we're going for a majority"—and so they all have their hands on the trigger. To ask them not to behave in accordance with that incentive is asking too much—it's asking the leopard to change its spots.

**Anderson:** Well, I agree with this, and the answer once again is a proportional representation. But there's another aspect, I think, to Peter's question, which is the attitudes, the baggage that everybody brings to how the system should work. It's really too much to just say, "We elected you to serve four or five years, stay there and work it out. If the government's budget is defeated, go back and rewrite the budget until you've got enough votes in Parliament to get it passed." Why does the government have to do and we have to have an election every year? We should take away some of those weapons. We should not accommodate them when they come out of caucus meetings in the summer and start saying, "We're not going to do it any better, but we're going to call an election." We don't even know what the month's going to be, we don't know what the vote's going to be, we don't know what it's not going to agree with, but we're going to do it.

**Van Dusen:** So find election dates, so it's built, nothing, short of a confidence.

**Anderson:** I like fixed election dates. **Broadbent:** Mike Harper wants to ignore it. We'll be about three weeks away from the next election, yeah.

**Anderson:** That's what... what is it, it's next month, isn't it?

**Weller:** Yeah. I wonder how it's going to work out.

**Goldenberg:** There are a lot of people in a lot of countries who wish that their problem was that there were too many elections. It's not all that bad to have a chance to choose your government. ■

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# BRAGGING RIGHTS

Saskatchewan's future, like that of its premier, is wide open

BY PETER C. HENMAN

The province of Saskatchewan, which proudly holds down the far side of the gap between the "united" West (Ontario) and the over-confident "West" (Alberta), is dismissed by most of Toronto's hard-core liberals as an "Epcor country." They see it as a ghost out of mind and beyond precise time, irrelevant to their du jour Premier agenda, permanently excluded from the larger scheme of things.

That's a shame, because while they're not watching, Saskatchewan became the country's fastest growing province. The rate of "boom," it contends, close to half of Canada's ample savings and now tops the past state paid increases of Central Canada in almost every category—except unemployment.

Lately spent most of an afternoon with Brad Wall, an 41-year-old handsome premier whose recent past is impressive, and whose future—should he decide to increase his Prairie tongue by learning to conjugate irregular French verbs and go federal—would be uncertain. A political dynamo, he has run the province as efficiently as a Wal-Mart franchise since he brought his conservative Saskatchewan Party to power in November 2007.

As impressive as a daytime game show host, he looks the greatest of political heavyweights, but talks and acts like a big kid, which he will one day become. Meanwhile, he's homebody who occasionally toads to his but lately has been in South Korea, a two-hour drive each way from Regina.

His economic revolution that has transformed the province from a backwater into a western impresario by almost every measure at the moment, Saskatchewan has the lowest unemployment rate and is expected to have the highest average salary next year in the country next year. The Wall government's report it has cut the provincial debt by \$3.5 billion (or 40 per cent), and provincial GDP for 2010 is expected to swing by 3.9 per cent, compared to a 2.9 per cent for Canada as a whole. The U.S. buys most oil from the province from its own, and Saskatchewan is the world's largest producer of two of Canada's most valuable commodities: uranium and fertilizer potash.

Despite the province's boom, it currently has 10,000 white-collar job vacancies, and

Wall has tried to bridge the gap by offering a \$20,000 rebate on university fees for incoming recent graduates who promise to stay in the province for seven years. (Prospective applicants should note that January temperatures average nine below "but it's a dry cold," Wall likes to add.)

Wall's most imaginative venture scheme is a billion-watt of a coal-fired electrical generating station, which will use a unique carbon-capture technology that will move at carbon dioxide

near NDP premier Lorne Calvert, who preceded him. On the contrary, he joined Calvert, especially for his extensive social institutions, as well as occasionally printing Roy Romanow, another socialist predecessor, for donating up the province's finances. "We should be in the business of trying to surprise people," he told me. "People have an ugly stereotype of us as politicians and we have earned it, but now we have a chance of being reasonable, and give credit where credit is due."

That attitude offsetted his previous misadventure co-operation, so that in Canadian politics, won the support of voters. In the November 2007 election, Wall earned a mandate of 76 per cent, compared with 51 per cent in



BRAD WALL has run the province as efficiently as a Wal-Mart franchise since he brought his ultra-conservative Saskatchewan Party to power in November 2007

business underground, much like a rancher's facility in Wyoming is closely viewed with green house gases piped in from North Dakota. He is also promoting the development of new technology to replace the burning of natural gas as the production of tar sands oil. "I don't think that you'll find another jurisdiction that's prepared to make the investment that we have required in using gas to make in protection of the environment," he contends.

Wall will press lines of opinion for making to confirm the government led by for-

mer C. In 2009, when the provincial government will play the blame game. "One of the problems with the rule of our legislature is that you can be kicked out for calling a member a liar, yes you can be," Wall points out.

He is the first of a generation of New Politics provincial premiers who shatter the toxic atmosphere of the federal Parliament. Brad Wall is just starting his run, but already has earned the title of the country's least angry Tory. ■

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DENIS CODERRE'S resignation begs the question: can Michaëlle Genest run a tight ship?

## Sweet revenge for Denis Coderre



PAUL WELLS

"They say strategy is a dish best eaten cold, and Denis Coderre has always been fond of gourmet parties. There was a weakness there Sept. 25, when Michaëlle Genest stopped taking Coderre's advice on

headline the next day said the party had been "disgraced" in Quebec.

The good news, then, is that there's actually somebody in today's Liberal party who can plan away out of sight. The bad news is that he's not the leader. "It's another great day in the life of the leader of the opposition," Genest's cold reporters, surely.

The timing of Coderre's blow only added to the greatness. Last week would have been filled with celebration for the Liberals, they finally tabbed a member of no confidence against the Harper government. Harper has been in power for three years and eight months and, outside last December's election, attempts to form a coalition to replace him, the Liberals had never lost in Parliament to take the PM down before. It was mostly a hollow gesture, given that the NDP was promising 10 votes with the Conservatives and would win an election.

At the point, Genest might be wondering full of the respect from a deal with the election that Harper is since the Liberals announced in September he would no longer support the government, the Conservatives

have pulled away from a statistical deadlock to open a comfortable lead of six or seven points. The Conservatives also hold a steady lead in Ontario, where one third of the seats in Parliament were won and lost, while the Bloc Québécois remains strong enough in Quebec to deny the Liberals any hope of substantial gains.

Three great Quebec situations were what sparked the confrontation between Coderre and Genest. The Liberals held 16 seats in the province, if they're to present a credible front face it has to be in those ridings or in fewer than a dozen others across the rest of Quebec where they have any hope of making gains. In Outremont, a cozy Montreal enclave where the Liberals have lately fallen out of a winning habit, former justice minister Martin Gauthier sought to return to politics five years after he retired. Coderre believed a better face was needed, so he dug up a little known business associate, Nathalie Le Pothier, to run in Coderre's place.

But there isn't a Liberal in Canada who doesn't know that Coderre, 47, and Coderre, 46, are really two leading senators who can't both have the top job. (Whether either of them should neither getting their hopes up is a question for another day.) Coderre, an ethnic lawyer, nonetheless has friends willing to stick up for him, including Bob Rae and the man whose campaign used to be run by Joe Strohmer, John-Joe Chénier. Chénier called Coderre and showed him out. Coderre hung up on his old boss. Big mistake.

Coderre, it seems, is right to complain that Liberals in Quebec care as little as the party's operations. One is Alfred Ayde, the party's president. With the approval of the party's national executive, he told Genest if a coherent system of local candidate selection had to take precedence over the whims and grudges of a national organization. Coderre was invited to make the nomination in Outremont, which was all he'd wanted all along. (Le Pothier was invited to run in another riding that Coderre had briefly offered Coderre as a consolation prize.) Unfortunately for Genest, if he reached the solution he should have defended from the start only after defeating Coderre's strong-arm tactics for three days.

The Liberals have been led lately by the whole experience. A party struggling to buy a private-sector Conservative Prime Minister last week's pushing itself sometimes instead. Genest's policy on a high-profile campaign to quit, to leave, he proposed a referendum with Harper because he won't reply. Now it is October and he is not any reader. Much anyone?

ON THE WEB: For more Paul Wells, visit his blog at [www.mackinnon.ca/blogs/pwells](http://www.mackinnon.ca/blogs/pwells)

## He once was lost but now he's found

BY MICHAEL BÖRER • Not long ago, a mysterious organization called itself simply "The Agency," began phoning worried people around the Hudsons capital of Toronto, where Calgary businessman Gary Sorenson owns a polar bear home and where he was thought to be hiding from Canadian authorities.

The person started trying to send information about Sorenson's whereabouts to an email address, assigned, they promised a \$100,000 reward for information leading to his arrest. (An email to the Calgary Herald, the Agency said it had been contacted to recover last money, but would not say by whom.) (The Herald's Sorenson was his son, Thaddeus.)

Sorenson and his business partner, Mike Frost, of course, law theft and fraud char-



'The Agency' had expected to find Sorenson in Honduras

acter in Canada in the region with a mail. Calgary-based Frost scheme that the RCMP says may have killed someone out of as much as \$400 million. The pair is alleged to have forced 5,000 people from across North America, including a number of current and former NFL players, by luring high return opportunities in schemes like an exotic gold mine and a "green" oil sands project. Sorenson also called money on the concern list as much as \$500,000.

RCMP arrested Frost on Sept. 13 in Chester, Alaska, where he's now out on bail. He and Sorenson could each face as much as 24 years in prison. Unhappy investors, therefore, had good reason to worry that Sorenson might remain indefinitely in Honduras, which has an extradition treaty with Canada.

As it turned out, though, Sorenson was found on home turf. On Thursday, police arrested him at the Calgary airport, stepping off a private plane, though authorities would not say where he was travelling from. It now appears likely that the Agency was neither guided by a group of disgruntled investors, nor paying \$750 for the investigation. Whether the group was a well-funded orchestra or the bona fide criminal master of conspiracy is not clear.

## No vaccine for Catholic schoolgirls



Catholic schools in Yellowknife won't provide the HPV shots

BY TOM HENNEFERTY • In a 3-2 vote, the Yellowknife Catholic school board decided against allowing human papillomavirus (HPV) vaccine shots to its students. That will make a more difficult for girls to get the shot, increasing their risk for the sexually transmitted infection, which is the primary cause of cervical cancer. "This is not ideal for the work of public health," says Sandy Lee, minister of health and social services for the Northwest Territories.

In Calgary's Catholic schools, where the board refused to allow the shot, only one in five girls has been vaccinated against HPV. (The percentage of girls in public schools have received the shot.) A similar situation could occur in Yellowknife, where girls are usually aware of STDs but not of Canada, and the rate of STD is eight times the national average.

But Mary Vane, chair of Yellowknife's Catholic school board, says those risks are outweighed by the rights of parents to make decisions about their children's health. "The only way to really ensure that the parents are in fact making that decision, usually is to have [the shot] at public health."

Of course, the board allows other vaccine shots, such as meningitis and hepatitis C, to be given in schools. And Rose Marie Jackson, the school board's vice chair, also wanted to allow the immunizations, and a phone hotline or education campaign could provide parents with what they need to make informed decisions. "I strongly feel that we need to see this as an opportunity to combine the values of our faith with the science of a sound public health program," she wrote in a motion to the board.

In any case, last year's ministry had committed to get shots to anyone who wants them, even without the participation of Catholic schools. "We're not alone and we can get to where Catholic girls will go to get them," she says. "We need to step up our efforts to get to as many of them as possible." ■

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# CANADA'S BIGGEST PROBLEM? AMERICA

From protectionist policy to border security to environmental laws, our best friend is making our lives miserable BY LIZIA CH. SAVAGE



I have been almost two years since Stephen Harper declared that his cabinet was having serious discussions about what to do to "restore the special Canadian and American relationship" that he said had become "lost" in the Bush years. "What has happened is that Canada lost that special relationship with the United States. We increasingly become viewed as just another foreign country, albeit an ally, a good friend, but nevertheless a foreign country. You know, the northern equivalent of Mexico in terms of the border," the Prime Minister told *Maclean's* in an interview back in December 2007. "This isn't just a shift in the view of the administration, that's somewhat a shift in American public opinion as well, which concerns me."

At the time, Harper was preoccupied with a new passport requirement that threatened tourism and trade, adding a new scale to the ongoing mid-page "clackering" of the world's largest extended border. "The notion this trend will not be reversed in the lifetime of the current American administration," Harper said at the time. "It's more optimistic it will

be deferred later by a new administration."

But, he added, "I'm far from sure." He was right to be wary. If the special relationship was lost under George W. Bush, nine months into the new administration it remains missing. At his Sept. 26 meeting with Obama at the White House, Harper boasted that it was his seventh session with the new President. But the passport requirement remains, as do agricultural inspection fees and travelers' increased cross-border traffic and air travelers. Instead of "an easing" of the border, the new administration has kept the Bush policies in place and even crissed more in. In February, the U.S. sent unannounced aerial surveillance drones to joint parts of the border with Canada. The drones, which can detect human movement 30 km away, are supposed to help catch smugglers. But they have raised concerns about privacy and border communities, and although they are unarmed, given the 47th parallel something in common with the borderlands between Afghanistan and Pakistan.

Since Obama's February trip to Ottawa, where he was greeted with a regional well-



come on his first official foreign visit, the scale of the world's largest trading relationship has become even more fraught. Gone is that fully one-quarter of the Canadian economy depends on exports to the U.S., growing American protectionism has grown to be a growing threat. Problems began with a Bay American provision in the US\$787-billion stimulus bill. While there have been reports that an exemption for Canada may be included, as occurs for Canadian municipal and provincial governments allowing government contractors for U.S. companies, rules similar to the Bay American provision are now being repeated in other legislation. Protectionism has also surfaced in proposed climate change legislation that would expose borderlands in regions from Vancouver whose carbon policies Washington deems insufficient. And there are other issues galore that affect

IF CANADA'S SPECIAL relationship with the U.S. was lost under Bush, nine months into the Obama administration it remains missing.

Canada, from non-protected and costly trade rules and the treatment of Canadian hydroelectricity under U.S. environmental laws to "country of origin" labeling that imposes costs on Canadian agricultural producers and induces the appeal of their goods on the U.S. marketplace.

Off-then's Canada's national sport as well. In August, Canadian NHL teams faced the prospect of having their seasons thrown into limbo by a sudden Obama administration crackdown on Canadian charter flights operating between U.S. cities. That same week when U.S. charter airline and an American pilot union complained that the Air Canada charter company was beginning to take U.S. business, and the Department of Transportation stepped in. When Harper is down with Obama at his Sept. 26 Oval Office meet-

ing, he took precious minutes away from discussions of Afghanistan and Iran to address the war over hockey players.

That problem was eventually resolved, with Air Canada agreeing to "an unprecedented level of monitoring and enforcement" of who boards the flights. But it was just one more high-profile embargo because the two countries that may have left many Canadians asking the question: Is America Canada's biggest problem?

Jean Myers, the president of the Canadian Manufacturers and Exporters, calls growing American protectionism "the hottest issue for us." He is not only concerned about new rules that affect us directly, but also those aimed at other countries that lead to prob-

lems for Canada. For example, when Obama announced in September that the U.S. would impose tariffs on iron from China, Myers worried that any Chinese retaliation against the U.S. auto industry would hurt Canadian businesses, too, because that sector is so integrated in North America. "We just see a whole lot of areas where the U.S. is becoming more closed, protectionist and isolated in terms of trade," Myers says. "It's not just that it's our biggest market, but we make things together. We are part of an integrated supply chain. It has far-reaching impacts throughout our industries."

The impact of the Bay American provision has been not only to exclude Canadian suppliers from government contracts at the state and local level, but also to encourage American distributors to stop carrying Canadian

products. "The impact of things will be beyond the procurement markets at state and local levels and beyond the federal procurement," Myers says. The economic impact is hard to estimate, in part because only a small group of oil refineries (mostly in the Midwest) have been hit. At least 20 Canadian companies have lost business, he adds.

Washington, Ottawa and the provinces have worked toward a solution to the problem. But even if Canada gets an exemption from the Bay Area sanctions, Canadian businesses are worried that initiative may have been just the tip of the iceberg. Similar protectionist rules have been included in re-

trading relationships. "We're not NAFTA, it's a duty world and everyone knows that Canada has a trade surplus. That's not what Americans want to hear. Basically, Canada is saying, you guys are an awesome market. We know that. We want you to be an awesome market for us, too."

Likewise, in an America where national security concerns are top of mind, Canadian complaints about "discrimination" at the border fall on deaf ears. Greenwood says, including those of the new secretary of Homeland Security. "Just Napoleonism leveled over to me as a director," he sniffs, "and said, 'They talk about this liberal's bad thing.'"

several influential U.S. senators to the press to see a joint Canadian-American border closure and segregation project aimed at reducing greenhouse gas emissions. He also joined Harper for calling on congressional leaders in Capitol Hill during his last visit to Washington. "He obviously gets it because he did this visit to the Hill," says Wilkins.

Better late than never, says Colin Robertson, a former Canadian diplomat in Washington. "It's been five years since a Canadian prime minister has been out there in a formal sense," says Robertson, a senior fellow at the Norman Paterson School of International Affairs at Carleton University. "It's certainly

too, in Congress, it will make it easier on border issues," he says. Likewise, Robertson says Canada's lobby should take an aggressive role in pressing top U.S. labor leaders on protectionist issues that harm Canadian unions. "A third of Canadian unions are affiliates of U.S. unions. It's brother hurting brother," he says. "Canadianians to work in American system the way the Americans themselves use it. You have to play by American rules," Myers agrees. "It's clear Canada won't go far by trying to encourage the U.S. to do as foreigners," he says. "We have a lot of work to do to build a stronger voice among stakeholder groups like business associations and labor organizations across Canada and the

U.S. to what the public wants. But the public wants results. A lot of stuff the President can't resolve."

Meanwhile, Robertson says, the U.S. is strongly entrenched in the Canadian perspective and Canadian contacts on issues from Afghanistan to Panama to the western hemisphere. Instead, the outgoing Canadian ambassador to Washington, Michael Wilson, has called Canada's military role in Afghanistan the "best calling card I had" in Washington. When that military commitment winds down, it will not make the Canada-U.S. relationship any easier. "That's going to be front and center for the government, for Parliament, for some time, as to how we handle this is a way that doesn't undermine the trade goodwill that we have," he told Maclean's in a recent interview.

However, for some time, as to how we handle this is a way that doesn't undermine the trade goodwill that we have," he told Maclean's in a recent interview.

**D**eregulation, there have been notable examples of border operations between the two countries on urgent matters. Facing a possible new flu pandemic, both in Canada, the U.S. and Mexico worked together to identify the new virus. There were also the nearly dissolved government bailouts for the auto industry.

And there is a growing recognition in Ottawa that Canada can't count on things getting better quickly. In the halls of the Foreign Affairs and International Trade Department, there's growing talk of diversifying to other countries to a hedge against any U.S. market. Trade Minister Stockwell Day shared that during a recent two-day mission to Brazil to promote trade and investment. "We do have a relationship with the U.S. that in many ways is the core of the world," Day said. "But as we have experienced, when they hit a downturn in the economy, their demand drops and that hits us hard." Brazil, which has emerged as the clear focal point of interest beyond the U.S. strategy in the western hemisphere, is a huge prize—an economy just slightly smaller than Canada's and a much bigger than Mexico's. Day, in fact, has been on his first mission since being named trade minister after his fall election. In 2008, Canadian exports to Brazil—everything from fertilizers to paper—totalled \$1.6 billion, a 76 per cent drop over the previous year. "We saw our engagement with Brazil looking up on a new strategic level as a partner in the post economic-crisis global marketplace," said one Canadian trade official.

put a happy face on relations. At his meeting with Harper on Sept. 16, he said protection is a "legitimate issue" but encouraged Canadians "to keep things in perspective." "Canada continues to be a huge trading partner to the United States," the President added. "Businesses in the United States and Canada both benefit from that trade, so as consumers. On the whole, our overall trading relationship, [harshly] shouldn't be considered the dominant element of our economic relationship."

But Liberal MP Scott Brison, his party's trade critic, says the Times missed out with a serious disadvantage when Obama came into power, says Harper had been going as ideologically close to Bush. "That's been very much partisan and ideological," Brison charges. He wants the Harper government for failing to adequately push back against new border rules that have decreased trade and between the two countries, which he says has been "devastating" for Canada in small businesses that rely on U.S. markets. Brison also says Ottawa should have fought back harder against new U.S. country-of-origin labelling rules that hurt Canadian food products.

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That may be so. But America will remain Canada's biggest opportunity, and greatest challenge, for years to come. After all, Brison notes, even Obama's response to the U.S. market. And there are nowhere else but those NAFTA, charter flights to go. ■

By John Goffin



oval bills pending in Congress, including the Water Quality Improvement Act, which Myers notes could affect as billion worth of Canadian exports.

Of course, U.S. protectionism is rising precisely because the American economy is struggling, with the country's global trade deficit now a domestic political football. To American ears, this drumbeat of Canadian complaints is beginning to look predatory. The Canadian Embassy arms staff with fancy signs detailing just how many jobs in each congressional district depend on the annual US\$872 billion in trade with Canada. But congressmen know trade deals when they see one: the Canada-U.S. border closure happens so often to several billion dollars each month on Canada's border (it was US\$2.2 billion in July).

"I think we need a whole new vocabulary in the relationship," says Scott Greenwood, executive director of the Washington-based Canadian-American Business Council. Those countries are often seen as dead in each other's politics, he observes. "Canadian-style talk about NAFTA and say, 'We're your biggest

suggests new language for discussing border issues. "The Canadian vocabulary should be something like, 'smart, breathable armor.' If Canadians would talk about it as smart, breathable armor it would automatically reassure Americans that you are instead the concern." Canadian governments should adopt the fact that U.S. attitudes changed permanently after 9/11, he says. "It's like the password thing. If you want Canadian to be advanced and have privileged access to the U.S., then get a source card instead of arguing that we should accept 5,000 different documents."

**D** and Wilkins, the former U.S. ambassador to Canada, says Canada should recognize the immense power of Congress when trying to prove their case. That's what Wilkins himself is doing in his new role as a lobbyist for Saskatchewan, which wants to develop and export grain from its oil sands area (even when some members of Congress want to punish "dirty oil" supporting climate change legislation. He recently flew

## AT LEAST 250 COMPANIES HAVE LOST BUSINESS DUE TO THE PROTECTIONIST PROVISIONS, SAYS ONE TRADE EXPERT



appropriate for the Prime Minister to go to Congress—he is our legislature on chief. If we started arguing on a consistent basis, that will give us more credibility. It opens the conversation on future engagement," he adds.

To address concerns about border security, Robertson says the heads of Canadian security agencies such as CBS and the RCMP, and their U.S. counterparts, should jointly educate members of Congress about the dual bilateral co-operation in law enforcement and intelligence. "If you send that informa-

U.S. to say that we are in this together."

But when it comes to direct dialogue with the Obama administration, Canadian has to walk a fine line between raising bilateral issues and muddling the relationship. "Because of the U.S.'s position in the world, the President is dealing with international issues, whether it's Afghanistan, Iran or North Korea," Wilkins says. "Those are the primary focus. It's between any country dealing with the U.S. to talk about the international issues before you turn your attention to what's going on at the border line."

Robertson has much the same message. "We're Americans who need to focus on just the little neighborhood stuff," he complains, noting that the Canadian emphasis on bilateral contacts can be a barrier to the free flow of trade. Conclusions like "We would say, 'Here come the Canadians with their condominiums!'" Robertson, for his part, regrets that Harper made a show of backing fights at his think-tank with Obama, rather than leaving it to ministers and ambassadors. "It makes them wonder: are we dealing with a border-state governor or serious US cabinet

MICHAEL GOODMAN





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# WHY THE U.S. DOESN'T TRUST CANADA

**Ottawa hasn't been serious about security, says one former Homeland Security official**

**BY PAUL HOGAN/STAFF WRITER** • On June 1, for the first time in history, Canadians and Americans crossing the border were required to show a passport (or equivalent document). By

all accounts the transition has, despite Canadian fears, proceeded with remarkably modest disruption. Canadians, however, continue to question the requirement and its effect on other U.S. border security measures. As I worked for the U.S. Department of Homeland Security for the past four years to prepare for these changes, most Canadians expressed a quiet dismay. "How," they wondered, "could you be doing this to us when we're such good friends?"

After all, it has been a major change in the American approach to the land border with Canada. For more than 100 years, though Canadians have thought frequently and almost obsessively about the United States, most Americans have paid relatively little attention to Canada. Except for those who live close to the border (let's allay it together: "the larger business interests of the world") or whose business interests in Canadian products, assets Americans didn't hold any strong opinion about Canada. Some justify it, we think, only a little different and a little less expensive. We're the lucky ones, because we have America (though each senses the real depth of Ottawa's misdeeds).

In the years since 9/11, I think many Canadians have come to yearn for this era of benign neglect. Before then, Canada had come to rely on the fact that America had not been paying very much attention to it. In effect, that let Canada have the best of both worlds—the capacity and interest in pursuing policies that received opposition from those followed by the United States, joined with the enjoyment of an open border that

effectively reduced any potential sovereign distraction between the two countries as they traveled and trade were concerned.

The result was an undefined border, but one that had an inherent tension to it as differences grew in American and Canadian policies. By and large Canada has much greater openness to the rest of the world than does the U.S. Canadian asylum policies are more liberal, Canada extends the privilege of visa



REPUBLIC OF THE BORDER CONTROL policies weren't a top priority

free travel to the citizens of many more countries. And, more fundamentally, Canada takes a much lighter hand in screening arriving travelers.

There are, of course, generalizations, so let me provide a specific example: The United States has long had challenges on its southern border with Mexico. At this juncture, we have fairly stringent identification requirements for Mexican citizens entering the United States directly. Yet we let new Canadian visitors

enter the country on July 16, Canada had chosen to allow visa-free travel for Mexicans to Canada, the lack of a more concrete identification requirement on the part of the U.S. at the northern border until June 1 created an opportunity for Mexicans to evade the southern border restrictions. Let me be clear: Canada is a good friend of the United States and a separate sovereign nation. It is, and ought to be, perfectly free to make independent sovereign decisions regarding its admission policies in the United States would say otherwise. But differences—like Canada's past treatment of Mexican millionaires—necessarily have consequences.

Before Sept. 11, 2001, the difference in immigration and border control policies of relatively minor importance—certainly not worth strengthening to correct if not would be a disruption in cross-border trade. That changed after the attacks on the World Trade Center and the Pentagon. At the Department of Homeland Security (DHS), where I served, we spent a large fraction of our time thinking about Canada—and with good reason. Created in 2003, DHS is the focus for Amer-

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will attempt to prevent another scenario attack on the United States. To a large degree that means that DHS is a border security agency—and as a border agency, we worry about it (sarcasm). That means that DHS spends a lot of its time thinking about Canada along with Mexico and our "third border" (in the Caribbean), and much less time worrying about more distant overseas threats as, say, South Asia or the Middle East. For DHS, "international affairs" figuratively means "Caribbean affairs" (or Mexican or Caribbean).

So the critical problem for Canada was a simple practical one—we were paying more attention. And what we saw caused us some concern. What had earlier been very modest divergences in immigration policy now loomed larger as differences in enforcement policy. Some Canadians have yet to come up to speed on the new reality that Canada isn't here in both ways—it can't both exercise its own sovereign authority over its border police, and expect the United States not to do the same thing. If we did so, in effect, by respecting American security decisions, to Canada, a state of affairs that simply cannot continue in our part of the world.

This new reality would be at least momentary if we had shared some of the terrorist problem and could anticipate a requirement to working on convergence of policies. Unfortunately, over the course of many discussions with my Canadian colleagues, all of which have been exceedingly unhelpful and pleasant, I've begun to worry that the U.S. and Canada are not as closely aligned as they think they are. We have tried to work at reducing our vision (the preferred course of action), but if we don't succeed and continue down a path of divergence, that will, inevitably, lead to even greater dispersion and controversies between the two countries.

The opening assumption that I brought to the negotiating table, and that I think every American would begin with, is that the U.S. and Canada aren't or less so the world in the same way. At the core, we like to believe that we think alike and have the same aim—a free and safe citizenry. Increasingly, however, I'm not sure this assumption holds. Wouldn't it seem to us that the world the same way anyway, and as a result there is a perceptible commonness in threat between Americans expanded in Sept. 11 in ways that most Canadian don't seem to have internalized. At an intellectual level, they agree that 9/11 was a specific experience for the U.S. They understand and respect the fact that it became and is a reality that in their most vocal moments, I suspect that most Canadians think the U.S. overreacted (I note that since in the U.S.—though likely unfairly so—share) Many Americans, by contrast, think that Canada didn't react enough in Sept. 11, and that

what little reaction there was amounted to, if anything, rapid but ill measures.

Back in 2005, DHS made a broad strategic proposal to our Canadian counterparts. It's worth to synthesize our government security approaches as much as possible. The goal would be reduced controls along our mutual border 1 semester when they DHS secretary Michael Chertoff first presented this idea to his counterpart, Stenbock Day, then minister for public safety. We laid out a comprehensive proposal that included greater information sharing, coordinated standards for

one America would have greater security, since any radioactive material would be located before it even started toward the U.S. The general aviation community would have fix, since they would undergo all of the regular U.S. customs and immigration screening overseas and then be allowed to travel to any airport in the U.S. (instead of the current practice, where they need first land at an official port of entry, like Miami, and then fly onward to their ultimate destination). And the host country and airport would benefit from increased traffic, with the resulting eco-

in a past general aviation screening program was firmly placed on the back burner.

Maybe it is because the nature of privacy government prevents an open discussion of this sort. Maybe it is the product of a distrust of the host administration that will dissipate now that Barack Obama is president. But I suspect, so well, that it simply reflects a Canadian disposition toward the terrorist issue. If you don't think terrorism is that important an issue, then you aren't willing to invest the time and energy required to address the problem. And if that really is the case of our divergent

very exist more, because I cannot see a reason. In Canada, the belief that Arar was mistreated. It has become a matter of belief that it has become an article of faith. It is neither the time nor the place to rehash the question about Arar, nor to make an important point that often gets lost: the U.S. is both confused, and, and obliged to, form its own judgment about Arar.

And reasonable friends may accept facts differently. Where Canadians see an attempt to misuse with in the case (according to the report issued by Justice Damiano O'Connor, who oversees Canada's public inquiry into the affair, on Oct. 11, 2006, Arar spent 20 minutes outside in the rain-calling to an individual who was the subject of an ongoing terrorism investigation, some American (and the RCMP) see behavior reminiscent of those willing to avoid surveillance and "taking good points not to be overheard." A walk in the woods, in our opinion, a mere lightly adopted by organized crime figures to avoid law surveillance. On the basis of this conduct, and other information, I expect that Arar will not be able to remain an object of U.S. concern for the foreseeable future.

This is not to say that either side is necessarily right in its judgments about Arar's activity, and it is entirely not to suggest that what Arar's parents having experienced is not a proper treatment. But it is to say that the Canadian reaction to what is, at worst, a disagreement to a single (often prominent) case does broad damage to our relationship—and that some care have wide-ranging effects. If we do not act each other more, we are unlikely to find ways to bring greater openness to our borders.

But another aspect of the erosion of trust, from our side of the border, lies in Canadian public distrust over the potential imposition of border controls. What would be the reaction in Canada if American efforts officials

and ambassadors were personally engaged in overt efforts to lobby Parliament to change Canadian laws that American thought were not beneficial? Canadians would, and quite rightly, object. Yet, for nearly four years, I witnessed exactly congruent Canadian conduct—men and women who ambassador vigorously lobbying Congress for a change in American law. On at least one occasion, the ambassador headed a dinner at the *château* for the sole apparent purpose of having all of his guests publicly lecture the DHS officials present about how wrongheaded our policies were. Decisions that ought to have occurred between our respective executive branches were made that holder of American policies. And that, too, erodes trust.

Indeed, given the successful implementation of the passport requirements—which by most accounts has had a modest disruptive effect on trade and travel—we can see, in retrospect, how Canadian fears caused Canadian inaction. There is a bit of an irony here, because inaction is supposed to be the law in American response to the terrorist threat, not the law in Canada's response to America.

There is still much to be collected in our relationship. Despite our differences we continue to co-operate routinely in ways that no raw state matters in the world are capable of doing. But this kind of isolationist requires constant care and attention. For too long we've benefited from a lack of any challenges. Today that is changing—we have much work to do to rebuild a shared common and world view and recognize as strengths of trust. The task is not on my own, and the first sign on the road to a solid statement of where we are. No longer can we rely on just hoping we don't notice our differences. Instead, let's begin to acknowledge them for what they are, with the hope and expectation that good friends can resolve them if they are willing. ■

Fred Roseberry is the principal and French Consulting PLLC, a Montreal security and state policy consulting firm. He formerly served as deputy assistant secretary for policy and strategy assistant secretary for international affairs at the U.S. Department of Homeland Security, where he coordinated extensive negotiations on U.S. Canada issues.



A BORDER agent monitors the Mexican crossing, the case of Arar (right) remains unclear.

## ★ ★ ★ ★ ★ CANADA AND THE U.S. DON'T SEE THE WORLD THE SAME WAY ANYMORE, RESULTING IN A PERCEPTIBLE EROSION OF TRUST



of them, and become a permanent and ongoing reality, with consequences at the border. Finally, there is one other point to the point that must be mentioned in any candid assessment of the U.S.-Canada relationship. Since both countries, broadly speaking, seek the same moral ends through the same governmental means, we have come to believe that we share a transitory partnership. This is a very good, historical, basis for the trust. We used to say in DHS, "If the Canadians say they will do something, they'll do it." I'm sure that mutual trust came as much as trust—especially Canadian belief in American transparency. Though we continue to co-operate closely and well on a tactical level (shared law enforcement investigations and the like), I and my colleagues at private sector levels had a distinct perception of distancing by our Canadian counterparts, and a noticeable reduction in our ability to share information across the border.

Much of this, I think, traces back to the Maher Arar incident. And here I begin to

some benefits. This process is to great that in less than two years the U.S. has already signed agreements of that sort with Jordan, Bermuda and Andorra. More are likely.

Rarely so, we saw this as a great opportunity to synchronize our perimeter security with Canada. The idea would be for Canadian to co-locate their own customs and immigration officials at the same facilities and provide the same service for Canada-bound general aviation. Since it's unlikely that a common world actually be able to acquire a loose nuclear weapon in Canada, there would be no need for screening Canadian traffic to the U.S. of Canada and U.S. radiological screening events were coordinated in this way.

I can't say why, but while I was in DHS we had absolutely no real expression of Canadian interest in the project (or in any of the other special-interest proposals). I personally held our general aviation plans to Canadian delegations on at least three occasions—last week left DHS in January 2006, Canadian participation

passenger screening, shared technology and targeting for cargo containers, and other similar concerns. Interestingly we proposed a joint security model for homeland security that resembled NATO in conception. Even at that first meeting the response from Canada was lukewarm, at best.

I continue to believe that there are many real benefits that would flow from co-operation at that sort. Here's a concrete example: The U.S. intended to develop a series of policies aimed at deterring the importation of a nuclear weapon or radiological material for "deterrence" into the United States, showed (small, private aircraft). In this case, the policy is internal to the U.S.—we'd be requiring better identification for passengers and pilots, for example. But one key component of the strategy is the idea of screening general aviation airplanes overseas, before they depart for the United States.

This was a win-win proposition for every

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**THE CANADIAN ENERGY**

# WHY THE RECESSION IS HERE TO STAY

## Prepare for more pain—this recovery is only a blip

BY JASON KIRBY AND COLIN CAMPBELL

When U.S. real-estate firm Madoff's Long Island mansion on the blacked month, we exposed much more. Sales of luxury homes have been as bad as the ivory-towered market and nearby the exclusive playground of a disgraced Ponzi trader would be hard to come. Then something extraordinary happened. A fierce bidding war erupted, and the home sold in mid-September for US\$15.75 million—only, well over the asking price. Madoff's US\$65-million sale may have embedded all the hype, checking all the boxes that got us into the Great Recession, but the fact that Madoff's old digs sold at the price is a book end, and well.

Evidence of unrelenting confidence is everywhere. Bidding wars are breaking out all over North America. In Costa Mesa, Calif., a 3,300-sq.-foot home drew 61 offers and sold for nearly US\$100,000 above the asking price. In Vancouver, dozens of potential buyers separately drove the price of a tiny bungalow in the popular Kitsilano neighborhood up 100,000 above the asking price to 1.4 million. Condo prices that looked good and seemed solid the last Friday of April are now back on the block as the latest resale homes. Toronto's luxury market is roaring. A 3,000-sq.-foot single-story house with new ceilings. In Vancouver, the radio waves are filled with ads for house loans and mortgage center tips, and luxury realtors are bowing down the doors in Calgary. Next month, Black Friday will open a new wave there, three times larger than its sibling one, and featuring a bonanza from French luxury giant Hermès, famous for its 3,000 300-lb bags. Companies' own consumption didn't die after all. It was just hibernating.

But only six months after starting about the end of the world, analysts and economists are suddenly convinced by a note welcome finale: the end of the recession. Along with the housing market comeback, real estate, a key measure of how the all-important American consumer is feeling, are on the rise. Most economists now forecast that, at least for the next few quarters, U.S. GDP will expand at a rate as high as four per cent, while Canada already saw a 1 per cent spike in June. But the latest signs of optimism can be seen in the rising markets. The S&P 500 has jumped a whopping 35 per cent since bouncing out in March, as counterparties in Toronto up 51 per cent. Even if markets haven't fully recovered from their economic lows, the surge in prices has and employment people feel a bit wealthier and more confident again, and that's helped drive everything from auto to home sales. "We're clearly out of a very dark hole," says Glen Hodgson, chief economist with the Conference Board of Canada.

So why, then, does it all seem too good to be true? It's hard to swallow the notion that "the worst crisis since the Great Depression," as it was repeatedly described last winter, could, seemingly overnight, become little more than "the worst economic downturn since 1981." The only truly substantive change has been the rebound in consumer confidence and investor sentiment.

In other words, investors are driving the rally with their brains, and not their hearts. Which is why some experts are warning there is still a lot more pain to come. In other words, they think the same can't happen again.

Which means we should be preparing for America's dark decade. What that means for Canada is a puzzle for another day. What we've avoided the worst of the crisis—our banks are sound, unemployment is lower here and the housing

and of the world, analysts and economists are suddenly convinced by a note welcome finale: the end of the recession. Along with the housing market comeback, real estate, a key measure of how the all-important American consumer is feeling, are on the rise. Most economists now forecast that, at least for the next few quarters, U.S. GDP will expand at a rate as high as four per cent, while Canada already saw a 1 per cent spike in June. But the latest signs of optimism can be seen in the rising markets. The S&P 500 has jumped a whopping 35 per cent since bouncing out in March, as counterparties in Toronto up 51 per cent. Even if markets haven't fully recovered from their economic lows, the surge in prices has and employment people feel a bit wealthier and more confident again, and that's helped drive everything from auto to home sales. "We're clearly out of a very dark hole," says Glen Hodgson, chief economist with the Conference Board of Canada.

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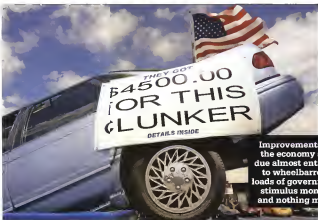
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CASH FOR CLUNKERS has driven key economic indicators in both the U.S. and Canada

ing market more stable—but Canadian economists anxiously linked to the U.S. economy and continued gain there, thanks to drag the country's economy down further. "It's not a case of being bullish or bearish, it's being totally realistic about what happens after an equity US\$14 trillion loss of household net worth," says David Rosenberg, chief economist at Gluskin Sheff + Associates in Toronto. "It doesn't mean we're going back into a recession, it means that we're going to have a period of stagnation U.S. economy that's going to have an impact across the globe, including Canada."

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**Improvements in the economy are due almost entirely to wheelbarrow loads of government stimulus money, and nothing more**

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THE BRAIN can be hijacked by a saturated fat called palmitic acid. The fat blocks two hormones whose job it is to control appetite.

# BLAME YOUR BRAIN

**Overeating is complex and it's not always under your control**

**BY GAREY GLENN** • Deborah Clegg, a dietitian and internal medicine professor at the University of Iowa Southwestern Medical Center in Dallas, has made a stunning discovery: fat in our favorite foods—especially butter and pork—doesn't just go straight to our hips, it goes first to our brain. That's problematic because the fat turns off the hormones that are in charge of regulating our food consumption and body weight. "The message," says Clegg, "would be not to wait for your body to tell you you're full when you have a meal loaded with fat. Make yourself stop eating. Because the likelihood of your body paying attention to those signals is not very good."

Clegg's study is the most recent neurological explanation for why we overeat. But it's only one piece of the puzzle, she acknowledges. Lastly, overeating has been blamed on every-

thing from our interactions with friends and family to our genes to an evolutionary glitch. "On every level you can find contributions," says Caroline Davis, an obesity expert, York University knowledge professor and researcher for the University Health Network in Toronto. "And I don't think one is more important than the other." There is even a push to have compulsive overeating recognized as a brain disorder like drug addiction.

If there is one clear consensus, it's that overeating is complex—and not always our own fault. "Eating is a behavior, but it is certainly not something that is 100 per cent under your voluntary control," says David Pilonis, director of kinesiology and professor of social and preventive medicine at Laval University in Quebec City. "It's more than just, 'Don't eat if you're not hungry.'"

That's obvious in Clegg's study, published in the September issue of the *Journal of Clinical Investigation*, which helps explain why we can't resist eating more and more of our favourite fatty foods. Unfortunately, our

brain can be hijacked by a saturated fat called palmitic acid, which is in foods like marinated, such as beef or cheese. The fat blocks two hormones, insulin and leptin, whose job it is to control our appetite. Clegg and her fellow researchers figured this out by injecting palmitic acid into the brains of mice and waiting for it to hit. (They also injected olive oil, a monounsaturated or "good" fat, for olive oil, which didn't suppress their hormones.)

In humans, the scenario might go like this, says Clegg: Friday night you overeat foods loaded with palmitic acid such as strip loin, a lobster baked potato and cheddar. Your next few meals include similarly high-fat choices. You step on the scale, and there's no change. But palmitic acid has begun suppressing your insulin and leptin. "The fat is accumulating in your brain," says Clegg, so your appetite grows. By Monday morning you're especially hungry, so you eat more than you should. Same on Tuesday and Wednesday. "All of a sudden," continues Clegg, "your weight starts creeping up."

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...na, paleo and took over our brain within three days. And Clagg says it took a week for the effects to wear off. Right now, it's under-bowling humans might need to recover, or much "homocystein." Perusse explains that homocystein is when one of two systems goes awry. The first is the homocystein system, which is the metabolic process that primes us to eat when we need energy, and tells us to stop when we're full. The other, called the "leptin system," relates to how we respond to external food cues—smell, sight or taste. Perusse calls this the "emotional brain," and says it's increasingly linked to overeating and obesity.

"At the time of our study, to control our eating, he had the emotional center of our brain," adds David Kessler, former commissioner of the U.S. Food and Drug Administration and author of a new book, *The End of Overeating*. "Sugar, fat and salt, especially when eaten in combination, have the ability to stimulate, arouse—they capture your attention." Every time we derive pleasure from eating, a powerful memory is created, he told Mashable. "So if it's the past you reached for that chocolate chip cookie when you were stressed, you're going to automatically have a habit to reach for it" next time the going gets tough.

There may be another, historical explanation for why we overeat, says Davis. It's programmed inside us. As humans we evolved to eat beyond our caloric needs because we have always been uncertain of food resources—they've been intermittent or seasonal," she explains. Paleolithic man's ability to suppress appetite (regulating when most energy have been helpful when our ancestors needed to conserve as much of a limited food as possible before it spoiled), suggests Clagg. "What's more, we evolved to prefer sugar because it signaled good—that a plant, for example, wasn't poisonous," says Davis. In other words, as long as we're not then we need, especially sugar, because we haven't yet had these ancient survival mechanisms.

That our eating traits got passed down to us in the form of Perusse's work looking at the genetic causes of overeating. He estimates that between 20 and 50 per cent of the way we eat is inherited. Perusse and his colleagues identified a gene in the brain that is related to distribution, which occurs when a person experiences a loss of control when faced with food. It's an exciting discovery because distribution is a good predictor of weight gain.

Find the gene, and you'll be able to detect who is most at risk of overeating. Perusse is hopeful that in the future testing will be done to identify people who are most susceptible to overeating because of the gene.

It's not just half of the way we eat comes from our family genes, the other big factor is environmental, says Perusse. Overweight friends can serve as "permission givers" to overeat, according to research in the *American Journal of Clinical Nutrition*. Youth aged nine to 21 were left in a room with food, and told they could eat as much as they wanted. Friends ate more (age than their own friends, regardless of their weight).



**WE EVOLVED TO LIKE SUGAR BECAUSE IT SIGNALLED THAT A PLANT, FOR EXAMPLE, WASN'T POISONOUS**

Who are the most? Overweight kids with other overweight kids, even if they didn't have each other. This is in keeping with the research showing adults eat more among friends and family than strangers. The good news is that social interactions can also help people lose weight. A recent study in the *Journal of Consumer Research* concluded that Weight Watchers' weekly group meetings are "optimal and therapeutic."

There is a growing appreciation for just how hard it is not to overeat, says Davis. She and a colleague published a review of the science on compulsive overeating in the May issue of the journal *Appetite*, and recommended it be considered an addiction disorder similar to substance dependence. She says there is "compelling" evidence in animals that sugar is addictive, and that "it works on our brain in a very similar way that the opiates do, like heroin or morphine." Basically, our reward pathways are activated, and that gives us a boost, which is pleasurable.

The path to our compulsive, restricting, overeating as an addiction is gaining speed. In 2004 there were 15 academic papers on the topic over a period of just over between 1950 and 1970, Davis noted in her study. It's likely that skyrocketing obesity rates have partly fueled the need to take overeating more seriously. "It's not a disorder, then it doesn't have to be treated," says Davis. "But I think most would agree that compulsive eating, because of its high correlation with obesity, is not a desirable state."

Kessler says that individuals need to make private rules—for him, it's no fresh fries. But he acknowledges that restricting ourselves too much can backfire. "The power of food comes not just from the taste but from the anticipation." Temptation, it seems, is never far.

P.S.

We see cinnamon in your future.

Kashi's new Cinnamon Harvest cereal is warm, spicy cinnamon baked into the center of crunchy wheat. When the flavors mix, you have a tasty, toasty morning.



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**Y**ou can't argue with the logic of sustainability. It makes perfect sense—if we want humanity to last, we need to start saving the planet now.

So why has progress been so slow? Why are people still driving SUVs instead of hybrids? Why aren't homeowners lining up to install solar panels on their rooftops? Why don't they understand?

The truth is, when we employ people to adopt sustainable practices, what we're really suggesting is that they voluntarily lower their

standard of living now for the sake of future generations they will likely never know. It's a lot to ask.

If we want consumer behavior to change quickly, we need to offer some short-term rewards, and consequences. In this special report, McKinsey's examines ways to do that. For starters, we should stop government subsidies that actively encourage people to waste resources. If something is cheap, we waste it—so why do governments insist on policies that keep prices low for water,

electricity and food?

We also look at how to better market the green movement—the most effective ways to convince people to buy into sustainability. And we examine the smartest, cheapest and most innovative environmental ideas out there—everything from solar power solutions that can actually make you money, to smart ways for your home.

Changing our culture of waste and environmental sustainability is a tough task. It's time we got started. ■



# ONE COLOSSAL WASTE

**Are higher water, hydro and food bills just what we need to force us to conserve?**

BY HANCOY MACDONALD • Twice a year, raw sewage spews from the drains and toilet, flooding Sophie Bouassati's antique store in Montreal. Where the water soaks, the basement of Quebec's Chose is left with a cloud of "frop, drop and brown water night." A single summer in July left her ankle-deep in sewage and with a \$5,000 bill for damages. Bouassati is not alone. Some 100 homes across several nearby businesses, including a flower shop, a jeweller, and a high-end baby shop, have gone through the same ordeal. (The flower shop tried to avoid the flow by sending jugs full of water with heavy bags of pebbles tied to the rim.)

It's not just the raw sewage that's a problem. In the winter, the water is cold, and the heating bill is a sink-flood sewage water damage in the house. The city, which last year dished \$697,000 worth of sewer overflows, called the July storm an "act of God" and dismissed Bouassati's claims, leaving her to fend the bill. "It's not an act of God," she says. "It's an act of the sewers being too old."

On that point, the city seems to agree, although the blame, blame, belongs with past administrations. "The decision there was an oversight at all water infrastructure," says city hall spokesperson Bernard Lortie, noting Montreal plans to invest \$350 million in sewer and water infrastructure this year. It's a good start. Currently, a staggering 40 per cent of Montreal's water is being lost through leaks and breaks in antiquated water mains and pipes. Quebec aside, every day Montreal wastes the equivalent of Paris's daily drinking water supply, and residents share part of the blame. Montrealers are billed for water through their property tax. By design, the system encourages waste. Residents don't see a bill and so never know when they fill the pot or water the lawn, their rate stays flat. No surprise, Montrealers use more than double what most other cities in the province use. In fact, says Jan Monro, Vancouver's chief of water, household water users, and not just in the city. There, residents pay what amounts to \$10 for 100 litres of water, or \$10 a month, per household. British Columbia's naturalists tried to get the price for their green water, green roofs, green buildings and green toys—also the biggest pipe in the country when it comes to water, housing over Quebec in a tight race for the greenest

status title for household water use. More than a third of Canadian cities, meanwhile, use decreasing block rates. The more you use, the less you pay for the unit of water. "It's not fair," says law professor Robert Glen, now, author of *Quenchable: America's Water Crisis and What to Do About It*. In fact, Canadians are the heaviest water consumers in the world, the direct result of having some of the world's cheapest water prices, says Brock University economist Scott McRae. Canadians pay roughly one-fifth what Germans do, and a quarter what the French do. "The reason for the price difference," says McRae, "is that European water agencies don't calculate water agencies to the extent we do." The average Canadian, meanwhile, uses almost three times the German average, and more than twice the French. So why use less than less water than—well, no doubt the price is a factor. And our consumption is increasing—a full 15 per cent over the past 10 years, five times higher than the OECD average increase of 4.5 per cent. In some developed countries, the U.S. and Britain included, water use has declined. Not in Canada. Our freshwater withdrawals are (shock double) the OECD average, according to the Confederation of Canada, which awarded us a D for water conservation in its most recent environmental report card.

Public subsidies fund much of that water

And even with all the subsidies, municipal utilities, corporations, and so forth, are not really under the control they can't afford to maintain the system. Nationally, 30 per cent of the country's treated water is being lost to leaks. But don't pay Canada's utilities their aging infrastructure. They account fully for neither their costs nor their impact on the environment, and they don't signal to consumers the true cost of providing service. The result? High rates of consumption, crumbling infrastructure and a steep and growing environmental debt. It's much the same story with energy consumption. Canadians, with some of the cheapest electricity rates in the developed world, are also among the highest per capita energy users. Costing roughly \$100 million in subsidies, energy prices, like water prices, are so low as to be virtually symbolic, in places, utilities cannot cover the full cost of production. And in some cases, government's insurance prices at artificial levels, waste will continue.

As it is, global electricity use is soaring from power-hungry gadgets like laptops, iPods, cellphones, video game consoles and flat screens TV—now bigger energy hogs, it turns out, than some refrigerators. In the U.S., household bills have gone from three to 21 consumer electronic products in the past 10 years, driving up electricity consumption. Energy use by computers and consumer electronics is projected to double by 2013, and increase

threefold by 2030, says a new report from the U.S. Environmental Protection Agency. Currently, the average Canadian consumes more than twice the U.S. per capita electricity use. And already our electricity sector is responsible for 16 per cent of our CO<sub>2</sub> emissions, greenhouse gases, which have increased by 22 per cent since 1990 (transportation, by comparison, is responsible for 15 per cent). Canada's current low price for high reliability nuclear power also lead to higher public debt and rates. They are an excellent subsidy to big consumers—the more you can waste, the larger the subsidy—and under the cost of the system. A growing number of economists and environmentalists argue that in an era of climate change, energy challenges and fiscal restraint, Canada should rethink the design. By lowering public subsidies and sending price signals to consumers, we could encourage more sustainable resource use. The pattern is clearly visible within the country, too. Where prices are low, consumption is high. Quebec, which has Canada's second lowest electricity prices (after Manitoba), has the highest net of per capita consumption. True, it also faces the need to explain higher rates of consumption, including electricity—which is linked to the province's hydroelectric power (PEI), which lacks energy resources

on the river of electricity, but it's not. In all provinces except Ontario and Alberta, prices are determined by energy boards. (With the exception of Alberta, power is provincially owned, in four provinces, however, owned companies also generate some electricity.) The boards approve rates based on the estimated cost of supply, including a "reasonable" rate of return—a "highly subjective" way of not setting appropriate financial incentives. Marcel Bozon, "If you want Hydro-Quebec to reduce a 5.5 per cent rate of return on its capital, you simply fix the price in such a way that they can cover expenses, plus the 5.5 per cent return." Says Bozon, Quebec may be rich in hydro power, but Ontario, which is the 10th most out of 10 on cost of hydro power, isn't. Currently, the province subsidizes electricity to the rate of \$79 billion annually, roughly 10 per cent of total government expenditures, according to Jack Gibbons, head of the Ontario Clean Air Alliance. Why? Because "they're always doing it this way," says Gibbons, a past commissioner of Toronto Hydro. This is not an immediate consequence: electricity consumption is inflated by an artificially low price, and investment in energy-efficient equipment and use of alternative energy are discouraged by electricity's low cost and availability in Ontario, by way of course, water scarcity was by a long way behind the invention of the Corona disk flash toilet, now used around the world. This is a big issue, say economists. If British Columbia, for example, paid rates matching those in neighbouring Alberta, where electricity prices are 50 per cent higher, they would need to use the price and use electricity more wisely, forcing up greater quantities for export. We're not just talking about efficiency or local waste reduction, but about reducing the consumption of a clean power source that might otherwise be exported to places where it's scarce. Roughly 95 per cent of B.C.'s population runs on hydro power, but Alberta and much of the U.S. run on coal and gas. Economist Peter Gosselin-Proulx has priced the revenue potential. With a 30 per cent rate hike (which would put B.C. on par with the rest of the region), additional



# THE ECO-SELL

**Green marketing can change the world. It can also help firms reap big profits.**

**BY KATE LUNAR** • In August, the B.C. chapter of the American Marketing Association announced its 2009 Marketer of the Year. The award didn't go to a car company, restaurant or a bank—instead B.C. Hydro, the province's public utility. B.C. Hydro won for a series of television spots addressing its Power Smart energy campaign, which asks B.C. residents to use their energy conservatively by 10 per cent. The commercials are simple solutions: turning off a light, for example, or unplugging a telephone charger when not in use. Largely thanks to these ads, 34,000 people joined the Power Smart program in 2008, a jump of 273 per cent from the previous year.

Old habits die hard, and change isn't easy, but that doesn't make it impossible. Just to put public service campaigns have been around before: no-smoking campaigns—stop smoking, don't drink and drive—obey signs are now working to convince people to make a more socially sustainable choice, even if they're more time consuming, or expensive. "It's human nature to take the path of least resistance and lowest cost," says critic Bob Garfield. "Our campaigns like the one from B.C. Hydro show that, if it's done right, green marketing can spur real change. For businesses involved, it can generate profits, too."

Tough economic times, courtesy to popular wisdom, have not led Canadians to abandon the environment. In an August Harris/Dominion poll, over 70 per cent said environmental consciousness has become more important to them over the past few years (only two per cent said it was less so). In spite of the recession, 73 per cent said they were making more of an effort to be more environmentally conscious this year than last.

And they want your megacorporation bagging big bucks. In a 2008 study by how consumers for the environment affect purchasing decisions, Toronto-based ad agency Benjamin Byrne found that women, physicians, child status, and age didn't factor in, although so-called "strong environmental believers"—those very likely to make buying decisions to help the environment, even if it costs more—were more

likely to be women, and to live in Quebec.

Frank Severin, vice president of strategy at the New York-based environmental ad agency Green Team, calls this burgeoning group "the awakening consumer." He credits their emergence to the internet, which has "brought about the age of corporate transparency and empowered consumers," he says. "They can now know what a brand really stands for." Awakening consumers are well informed, educated, and influential—they blog their opinions, and they "vote with their wallets," according to Severin.

Green marketing is a powerful way to target Generation Y, a group born between 1980 and 1994 that, in North America, is \$6 trillion strong, according to a new report from the Conference Board of Canada titled "Turning Green Into Gold: Green Marketing for Profit." They've grown up paying a premium for their most coveted products, and the environment is one of their favourite topics; they're not afraid to pay more for green-oriented brands. Gen Yers are acutely aware of "the threats of pollution, extinction, and global warming," the Conference Board reports. They'll reward companies that reach these with dollars and word of mouth, the report says, and "join all" those that don't.

But Gen Yers are a cynical bunch. Raised in a media-rich environment, they are tough to win over. Perhaps that explains why one traditional advertising has proven so successful: the "New Earthkeepers" campaign from Timberland boots, which is mentioned in the report. Launched in 2005, it aimed to "recruit one million people to become part of an online network" to create a global movement and inspire change. Fans could download an application to join a "New Earth" and, for each tree "grown," Timberland pledged to plant a tree in a forest in northern China. Five hundred grew 31,000 trees; thousands of Timberland's online fans banded together to plant even more trees on their own.

According to marketing techniques that proven successful, according to the Conference Board, is positioning a top-level executive as an "environmental visionary." One obvious example is Colin Watson Jr., whose first ad

campaign for Loblaws promoted the company's reusable shopping bags, or *Rey Ander* (one of the ad agency's creative directors, who spends a lot of his time giving speeches about how his company went green).

According to Benjamin Byrne, rising product sales to specific environmental concerns is also a proven green marketing tactic. Oddly enough, the agency's report found that none of the most high-profile challenges—like global warming and climate change—usually rank lower on Canadians' personal list of worries than, say, concerns about safety, air quality, and garbage ("Keeping our fresh water clean" ranked number one, while air quality ranked last). The agency helped develop a campaign for Hydro-Québec that saw it become the first to offer a tap-up to Ottawa's version of the curb-for-clunkers program. "Consumers understand that air quality is important, because we breathe it," says Benjamin Byrne.



**B.C. HYDRO'S ad campaign director, B.C. Hydro CEO Gailen Weir, Jr. (left) and his reusable bags (top right) Timberland display (bottom)**



## GREEN MARKETERS MUST CONSIDER THE TENOR OF THEIR ADS. FEAR-BASED MESSAGES ARE POINTLESS. HUMOUR WORKS.

he's Jack Benjamin. "So here's something terrible we can do to make a difference."

Telling the message in the current economic straits helps. In a survey of over 100 green practitioners, U.S.-based environmental communication firm the SCMP Group found that the word "green" is no longer the most popular term to communicate advertising—now, it's the word "low." Environmentally friendly products are still seen as more expensive than their counterparts, yet two-thirds of Canadians don't understand why they should be. This causes a real opportunity, says Benjamin, for green products "able or willing to price against the conventional." Those that let consumers save money while helping the environment—like fuel-efficient appliances, for example, or cold-water laundry detergents—are ideal.

Of course, there are some common pitfalls every green marketer can make. The "biggest mistake," Bob Garfield says, is "greenwashing"—stretching the truth of environmental claims—which will leave consumers' faith shaggy.

Earlier this year, Ottawa-based environmental marketing firm TerraChoice published a survey of 2,200 products in the U.S. and Canada that make green claims. It concluded that over 58 per cent of these were guilty of some kind of greenwashing, from being too vague (promising that a product is "all natural," for example), to offering no proof of their claims. Coatings, cleaning supplies, and products used at jobs were the most likely candidates for greenwashing.

Green practitioners also must consider the tenor of their ads. Since almost everyone accepts that the environment is in concern, fear-based messages are pointless. "You don't need to show polar bears stranded on ice floes," Benjamin says. "People are very smart. We're cooking the planet." Having a light touch is key: consumers respond to humour (like the B.C. Hydro campaign) or a sense of community (think of David Suzuki's ads for powerWIS in Ontario, which show every one on the same street screwing in energy efficient power lights).

Patty Jones is the group account director for DDB Canada in Vancouver, which created the B.C. Hydro ads. Above all, she says, green advertising is about persuading people with small, manageable steps they can achieve to go green. "We're not asking everyone to retrofit their house," she says. "We're saying, 'Pay your tax to the water and let's get started.' It's everybody's planet, and everyone has a role to play. Do the right thing, and we'll all be here tomorrow you on." ■

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AIR CANADA VACATIONS



# SIMPLE STEPS TO SALVATION

**SUSTAINABILITY**  
ENVIRONMENTAL  
REAL WAYS TO  
SAVE THE WORLD

**Here's 10 ways—some modest, some spectacular—to help the planet, and even save some money, too**

## 1. Sell solar power back into the grid

Solar panels are useful, so only the most committed environmentalists have that far been willing to install them on the roofs of their homes and businesses. But new government programs that permit small renewable-energy producers to sell excess energy back into the power grid are making it easier for anyone to pump up the solar bandwidth. Last week, the Ontario Power Authority launched Canada's first feed-in tariff program, which will offer a buy-back rate of up to 80.2 cents per kilowatt for solar power—more than seven times the rate paid for other forms of green power, like wind.

Wired? A grid-connected system at home, including installers, will cost about \$16 per watt of output. If you installed a 3,000-watt system (at a cost of \$30,000), then depending on your energy consumption you could break even roughly \$1,000 in revenue each year, recouping your investment in just over 30 years. And once earning solar panels can last 10 years or longer, that's a fairly juicy long-range future. —*Ken Curtis*

## 2. Fake trees

There, we don't know, are carbon catches. Problem is, they don't have enough of the stuff, and the process is slow. So scientists have built a better mousetrap, so to speak. According to a new report from the U.S., the most effective way to reduce carbon dioxide (CO<sub>2</sub>) levels is to construct hundreds of thousands of artificial oak, green-house-gas-sucking trees.

Proscenios already exist—they're made up of a type of steel suspended between a two-pronged fork, and look like gigantic fly swatters. As air blows through the structure, CO<sub>2</sub> binds to an absorbent compound, a process that removes the carbon 1,000 times faster than natural plants.

There are problems: the trees are expensive—more than \$20,000 each—and “planting” 100,000 of them would offset only 60 percent of the CO<sub>2</sub> produced by a country the size of the U.K. With enough government funding, though, fake forests could start popping up around the world within the next few years. —*Tom Montgomerie*

## 3. Open drains

At Southeast Fabre Creek, Vancouver's newest downtown development—sadly, the city's Olympic athletes' village—the city has an open trench drain down the main thoroughfare. It's a simple, and effective, environmental tool.

Instead of channeling storm water through an underground sewer, the water will flow above ground. Black pits, then grass lawns, at the end of the drains will slow the pace of runoff, and the water will soak the soil, which naturally filters it before it flows into Fabre Creek, an ocean inlet separating downtown Vancouver from the rest of the city.

The above-ground drains send a strong message: “While we people are changing habits, or watching the oil, they pour the water—see that it doesn't just wash into a hole in the ground, and disappear,” says Vancouver city planner Mike Robinson. —*Nancy Macdonald*

## 4. Whita roofs and roads

Darker hues absorb heat, while lighter hues reflect it—do you remember a black back on a hot day, you know that well. It's the same for the roads we drive on and the roofs over our heads. According to a new study, painting driving surfaces and house and building roofs white, in the 100 largest urban areas in the U.S. would offer 44 metric gigatons of

CO<sub>2</sub>. That's more than all the countries in the world emit in a single year, or equivalent to taking all cars off the roads for 10 years.

It's worth pointing out that when washing only roads in warm and temperate climates, where it reflects heat, but in colder spots, dark roofs actually help warm our buildings and houses—which translates into less energy spent on heating. —*Kathie Macdonald*

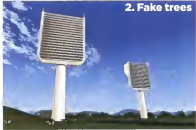
## 5. Tankless hot water

Tankless hot water heaters are the oldest new idea in energy conservation. They've been in use in Europe and parts of Asia for more than a generation. Canadians are starting to pay attention, attracted by energy savings of up to 30 percent, says Shell Energy, who operates the Home Smart contractor referral service in Surrey, B.C.

There are many advantages and some drawbacks: the small wall-mounted units instantly heat water as it flows through a compact mass of pipes, providing almost instant on-demand supply. Not only are you spared the cost of keeping 40- or 60-gallons of hot water on standby, you prevent the floor space where the old ones stood. Plus, the units last 20 years or more, about twice the life of a standard tank. Many are eligible for government rebates of up to \$1,000. In Ontario, that can mean savings of between \$500-675.

Supply can be a problem, though. There is no storage capacity—so late to buy a system large enough to meet your household demand. Also, expect to pay twice the cost of a regular tank, as well as additional costs to install and vent the system. —*Kyle Macpherson*

## 2. Fake trees



## 6. Paperless office

While it's cheap printing reduced the workplace and home. In the '90s, paper use skyrocketed, more than doubling between 1980 and 2000. Now, says Canadian company, it's working to reverse that trend.

Wesley, the Canadian software maker for small business, is pushing, it leading the way toward a paperless revolution—and all it took was a couple of simple changes. The company found that the assumption to hit the print button correlated to the proximity of the printer: if you're sitting near it, you're more likely to use it.

So Wesley moved all the printers out of areas' reach and into “touch zones”—two central locations on each floor with three printers per location. On top of that, executives have to wear their employee cards in order to use them—and a screen shows them their record of personal paper use.

Wesley has already reduced a huge change in printing habits, and estimates that will save 10 percent annual in paper and lower costs to the program companies. —*Tom Montgomerie*

## 7. The induction stove

It's not finally. It's also very, very cool. Induction stoves use electricity to create a magnetic field, so—and here's the cool part—while you heat up last night's leftovers, the electric system remains cool to the touch. The result: you save 30 percent on cooking time versus an electric stove, and 25 percent on energy costs.

Used recently, high prices and size (early versions were behemoths) have made induction stoves impractical for many home-

owners. But that's slowly changing. Samsung recently released a standard kitchen-sized version that comes complete with a convection oven for US\$1,999. —*Rachel Macdonald*

## 8. Contraception

According to the U.N., about 40 percent of all pregnancies worldwide are unintended—that's lots of babies getting CO<sub>2</sub> into the environment and consuming precious resources. So all the green technology advocates, both control might be the most environmentally friendly.

A new report from the U.S. Census Bureau found that for each \$7 spent on basic family planning over the next 10 years, global CO<sub>2</sub> emissions would be reduced by more than one tonne. By comparison, the minimum cost it would take to get the same results with other carbon-reducing technologies—wind power, solar power, plug-in hybrids, etc.—is \$12.

Not bad for a simple piece of rubber. —*Kate Lamm*

## 9. Algae-wrapped buildings

Algae—a group of organisms of which seaweed is the largest marine form—could be much more than just the alga you get that irritates swimmers at the beach. It could become a powerful tool in the light against global warming.

Strapping it to skyscrapers could produce a huge environmental payoff. Scientists are pushing for the next “algae-based photoreactors,” which are transparent tubes filled with the stuff that can be attached to the sides of buildings. Carbon dioxide would then be pumped into the devices and the algae would absorb it through photosynthesis.

The end result can be either a liquid

biofuel for energy and heating, or a CO<sub>2</sub>-absorbing soil conditioner called biochar. —*Tom Montgomerie*

## 10. Shower with a friend

In the early '70s, at the Earth Day movement transformed from hippie dippy ideal to seriously staid cause, a group of well-meaning types, including Betty Malen and Bill Cosby, made the first televised Earth Day parade. Their suggestions were mostly bland, save for one: “Save water, shower with a friend!”

Shower sharing makes complete sense. Canadians are water hogs, ranking 38th among the 15 nations polled by the OECD in terms of per capita water consumption. But



of the problem, says Environment Canada's senior policy advisor Les LeFrancq, is that we shower for 100 long and leave the water running while soaping up.

Environment Canada suggests low-flow showerheads and “solar showers” valves that turn off with the push of a button. As for showering with a friend? The government isn't getting behind the cause. “I don't think we could promote that,” says LeFrancq. “It's almost something other than water savings.” But per because the government has no plan in the showers of the nation, that's no reason you shouldn't give it a try. —*Martin Patenaude*

## SAVE SOME FOR THE FISH.

Did you know it? Canadians use the second highest per capita amount of water in the world.

Go to [similes.ca/waterways](http://similes.ca/waterways) for 6 easy ways to help conserve this precious resource – and your bottom line.





## A PLACE IN THE SUN

333  
TAKE OFF

## Don't Be Fooled: Fees, Taxes &amp; Surcharges Are Not Created Equal



Taxes and surcharges can make a big difference between what appears to be a deal and what you actually pay as the final price.

**F**ew things are bigger on a list of life. When you buy a car, you know the sticker price will include more than the sticker price by the time you get the keys. The travel industry operates in the same way.

If you think you found a great airline seat sale or last-minute deal—take out your calculator before you run out and buy that guidebook and some sunscreen. That isn't to say that bargains don't exist, but taxes and surcharges can make a big difference between what appears to be a deal and what you actually pay as the final price.

In today's tough environment, travel companies are resorting to more creative marketing techniques to get the edge over their competitors. The growth of the internet has encouraged companies to advertise "dropped-down" specials because many online operators have booking engines that list the cheapest price first. Obviously it is an advantage to be featured prominently on these sites. But the top listed price does not necessarily mean it is the best deal. That's where you have to do your homework. You have to consider the taxes, fees and surcharges and these tend to vary widely—which makes for frustrating comparisons. A good travel agent should also know where the best deals really are and what the impact of the added fees are on your final bill.

Who are all the fees for and who gets them? The airlines have no control over the taxes but they do determine their own fuel surcharges and some fees. The example below charts the various taxes and surcharges you would have to pay if you chose Air Canada, RLM or British Airways from Toronto to Prague. Air Canada had the cheapest fare but after tallying the additions, they scored its favourably. RLM had the best deal to Prague by over \$200 per person. As a buyer, it is important that you do comparisons of several carriers to determine the best deal. Some airlines build the fuel surcharges into their

fare, whereas others prefer to add it to their taxes.

Checking the taxes and surcharges with your operators is a much more daunting task, but like the airlines, they are subject to certain government taxes that they can't avoid. Non-tax fees and surcharges are a different matter and here again, some operators include these fees in their prices and some add them as extras. Like the airlines, you can't look at the base price and assume that it is the cheapest deal. You need to look at all the costs before making a decision.

Also, check each category and how much is included in the package (meals, etc.). If you're dealing with a Travel Agent, make sure the quotes include all taxes and surcharges before making your comparisons. A comparison of three operators from Toronto to Las Vegas staying at the same property on the same dates in December reveals taxes and surcharges on WestJet Vacations at \$124, Air Canada Vacations at \$108 and Sunwing

CONTINUED AFTER NEXT PAGE

## A PLACE IN THE SUN

333  
TAKE OFF

## CONTINUED: Airline taxes

When you're taking the kids and want to leave them in a hotel club from time to time, look at the small print. Most resorts only take kids four and over. If you're the designated driver, remember to ask whether the kiddie pool is within eyeshot and earshot of the adult pool. Sometimes the facilities are on opposite ends of the resort and you'll spend more time walking from pool to pool than swimming.

If you want to stretch out on a good beach but don't care about gourmet food or the fact that you're pawning your own pillow, look at more modest resorts such as a two-star resort. You'll still be able to lounge in the sand and enjoy a cold coke spiked with local rum.

As you read the brochures, you'll notice that prices vary depending on the destination. Small islands where all food must be brought in are usually

more expensive than larger islands. Mexico and Central America. Also bear in mind that taxes, fees and surcharges can shift the final price tag—so get all the extras from your travel agent before making your final choice.

Spending some time narrowing down your needs and wants can go a long way to really enjoying your vacation—no matter what the budget or the destination.

## CONTINUED: Don't be Fooled!

Holidays at \$340. Add these to the lead-in price before saying yes!

When buying a cruise, the list of taxes and surcharges is extensive and can include: Government taxes, cabin tax, customs fees, dockage, hotel tax, immigration fees, harbour taxes, terminal fees, fees based on tonnage, etc. Port taxes are not included in taxes and fees and are now included in the base price. Other taxes are entry and ship-departure. Here are a few tax samples for a one-week Alaska cruise in June: Holland America \$134, Royal Caribbean \$197 and Norwegian Cruise Line \$180. The differences are much less pronounced than with the tour products.

One big issue with the cruise lines is that there is always the possibility of a fuel surcharge. Each line reserves the right to increase one should fuel go above a certain benchmark price per barrel.

With all these taxes and surcharges to contend with, it is no wonder the consumer is not only confused, but negatively affected. Travellers have become an easy target for tax grabs from a variety of government and airport

operations. As for the surcharges and fees imposed by the industry, there is, as yet, no consistency or regulation on what can or can't be added to your

final trip price. This makes price comparisons very challenging, so be sure to do your homework before booking that trip of a lifetime.

## Toronto to Prague Nov 11th-18th

## TAXES AND SURCHARGES

	RLM	WESTJET	AIR CANADA
<b>Lowest Fare on Sept 10th</b>	\$730	\$658	\$722
Check-in/Refund Fee	\$30.00	\$30.00	\$30.00
Agent's Improvement Fee	\$25.00	\$25.00	\$25.00
Canadian Air Transport Security Fee	\$17.00	\$17.00	\$17.00
GST	\$1.25	\$1.25	\$1.25
Fuel Surcharges		\$139.00	\$194.00
Dish Security Charge	\$22.50		
Dish Passenger Security Charge	\$10.00		
Outside Hotel Indemnity Charge	\$9.25		
Germany Security			\$15.18
Germany Int Passenger Service Fee			\$14.38
UK Int Passenger Service Charge		\$15.00	
<b>TOTAL (GST)</b>	<b>\$893.90</b>	<b>\$1,349.90</b>	<b>\$1,090.90</b>
<b>Total Taxes</b>	<b>\$123.90</b>	<b>\$194.90</b>	<b>\$214.43</b>

RLM was via Amsterdam AZ was via London AZ was via Frankfurt AZ fares were lower than the Airline's own website on Sept 10th 2008. This comparison is for bookable packages only and there are many destinations where Air Canada and British Airways are highly competitive.



## A PLACE IN THE SUN

> Update  
on recent  
issues

## Dispelling Myths About Mexico



**M**uch traveling has meant a decrease in tourism to the beaches and historical sites, however, you can continue your international travel safely.

Discourse of up to 50% are a compelling lure, but many would-be travelers still have concerns about issues ranging from severe flu to drug violence. It takes a long time for perceptions to change—witness the many online commentators who still fear Montecuma Revenge, though every decent Mexican resort has offered high-tech water filtration for years, and bottled water for the doubters. Let's examine some myths and realities.

Myth #1

There is a high risk of catching severe flu in Mexico.

**The facts:** Mexico paid dearly for its status as ground zero for severe flu. This is one pig that has long left the barn. H1N1 has gone global and there is no reason whatsoever to consider yourself at higher risk in Mexico. In fact, for tourist resorts there never was a higher risk. The original H1N1 flu cases were in Mexico City and there have not been any outbreaks in resort destinations to this day. The World Health Organization (WHO) has praised Mexico's efforts to control the virus as a benchmark for other destinations.

Myth #2

Mexicans turned on travelers when a tour operator went under.

**The facts:** When Conquest Vacations shut down unexpectedly last April, the media vilified hoteliers who charged tourists for rooms that had been prepaid in Canada. Mexico got most of the bad publicity, but in reality such incidents were rare and took place in a number of Caribbean destinations as well. The panic displayed by some hoteliers in various sunny destinations was due to the very large sums owed to them by Conquest. There were some misadventures by hoteliers in Mexico, but the Mexico Tourism Board has stated emphatically that this behaviour was unacceptable, and it has taken steps to ensure confusion over payment responsibility will not re-occur. The fact is, Mexicans are among the most hospitable and welcoming people you'll find in your travels.

2009  
TRAVEL SUPPLEMENT

Myth #3

Mexico is a hotbed of violent crime.

**The facts:** There's no question: the Mexican government is in a fierce battle with powerful narco-trafficking gangs. But let's not forget that there are 20,000 deaths by homicide each year in the U.S. With fewer than three million people, Jamaica sees well over 1,000 homicides per year, and Canadian tourism is up nearly 30% to that island in 2009. The bottom line is that tourists are not targets—in Mexico, Jamaica, the U.S. or Canada. There are unfortunate incidents of course—but they happen here too. Back in April, *Bell's Independent* on Sunday newspaper described Vancouver as a city of "sprawling streets littered with shell casings and corpses." Is anyone calling for a boycott of Vancouver?

More Canadians visit Mexico than the citizens of any country except the United States. A record 1,164,680 of us showed up in 2008. And we don't have to be looking over our shoulders. In a March survey 100 per cent of Mexican Riviera tourists reported feeling comfortable and safe while resorts and 98 per cent said they felt safe on tour.

For accurate information on security in Mexico, check with Canada's Department of Foreign Affairs ([www.dfa.gc.ca/mexico](http://www.dfa.gc.ca/mexico)). Its current Travel Report on Mexico spells out the high-risk areas in vivid detail. U.S. border towns are advised to be "aware of their surroundings at all times." That's sensible advice, whether you're in Mexico or Vancouver.



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IN GRETZKY'S 39 seasons behind the bench, the Coyotes never made the playoffs

## What's next for the Great One?

**Gretzky is far too valuable to leave on the shelf for long**

**BY CHARLIE GILLIN** • Embedded in the bar at Wayne Gretzky's restaurant in Toronto is a row of power plaques, each marking some momentous date in the Great One's career. His season on the Canadian Cup-winning team of Sept. 25, 1987, sits just in front of the cup; a few seats away lies his record-setting 50th goal in 39 seasons (Dec. 30, 1984). Staring smiling for Gretzky occupies one side of the ceiling—a million-star trail to be heroic, or heroic-winning. Still, it's safe to assume that Sept. 34, 2005, will never find its way onto this ballroom length of timber.

That was the day the living legend officially walked away from his coaching position with the Phoenix Coyotes, having boycotted training camp for 12 days and issued a firestorm statement that sounded slightly wounded. "After both returning bitches have made it clear that I don't fit into their future plans," he said, "I approached general manager Don Maloney and suggested he begin looking for someone to replace me."

The truth was a little more nuanced. It

wasn't so much Gretzky who failed to fit into the bidders' plans as his \$5 million annual salary, a sum that wasn't publicly known before the Coyotes' buyout proceedings, and one that most have helped beggar the club's blinding franchise. The whole episode exposed the Great One to accusations of selfishness (Don Cherry, among others, suggested he'd abandoned his players), with some critics claiming Gretzky's lavish pay packet had forced the team to skimp on talent. His record didn't help. In his four seasons behind the bench, the Coyotes acquired 141 wins and 164 losses, never once making the playoffs. How could he justify his income? How, for that matter, had he kept his job so long?

The answer, of course, lay in his reputation: ability, a gift that has served both Gretzky and the NHL nicely in the 16 years since he hung up his trademark Jofs helmet. Even now, his name remains the only one in hockey news; Americans can identify, while Canadians regard him as a spiritual leader of the national pastime. All of which means he's too valuable a professional figure to leave on the shelf for long. The question is where he will reappear, and in what capacity.

For now, the answer may come as an offshoot, not with Hockey Canada, which made Gretzky

coaching director of its men's team for the last two Winter Olympics and maintains ties with him today. The job is currently held by Steve Thomas, but the former Detroit Red Wing star had run to Gretzky this week to help him prepare for the Winter Games in Vancouver. It's unavoidable the older star could assume on management or even coaching in the five months remaining before the Games. Certainly affiliated with Hockey Canada haven't forgotten the Great One's imperial leadership of the team back in 2002, when the Canadian team won gold. "We've had a lot of great role models in the game, but there is only one Wayne Gretzky," says Bob Nicholson, the head of the organization. "If you want to get someone out on ice, or have somebody standing up talking about hockey in our country, he's the person."

At the same time, no one should discount the possibility of Gretzky finding his way back to the NHL, says John Muckler, Gretzky's long-time friend and former coach. "He has such a passion for the game," says Muckler, who spoke to the legend by phone shortly after his resignation. "He wants to get back out on ice, no question. I know him well, and he'll handle this the right way. He won't look back, he'll look forward and go on to something else."

Muckler, who served briefly as a coach as an Phoenix, says Gretzky's career as an NHL coach is by no means over, noting the Great One's efforts with the Coyotes were hampered by financial turmoil. And earlier this week, Los Angeles Kings GM Dean Lombardi said he'd contacted the team about taking an unspecified role with a team he once took to the Stanley Cup finals. "It would be great if we could bring him back," Lombardi told a Toronto radio show. "He almost brought this place to the promised land."

Any such gig would give Gretzky a chance to revive his on-ice career, as was the case two years ago, when his on-ice coaching, Bob Dineen, was implicated in an illegal gambling ring, and Gretzky's wife Janet was named in published reports as one of the ring's clients. Gretzky's position with the Coyotes at the time put legal and figurative distance between himself and his wife, who was living in Los Angeles during the season.

This time, the trouble is all Wayne's, but if history is any guide, the Gretzky faithful will gladly forget this unsettling chapter in his remarkable story. So too will those who stand to make money by seeing their star on ice. However foolish his interest in doing hockey—and however grudging his backing from the Coyotes—Wayne Gretzky remains, in Muckler's words, "the best thing that ever happened to the National Hockey League." No one needs a plaque to remind them of that. ■

# A CANADIAN BEAR IN TEXAS

**Could the pros be next for a firefighter turned college star?**

**BY TIM JOHNSON** • Until two years ago, Darryl Watkins had never played football. In fact, while growing up, he hated the game. "I thought it was such a waste of time," he says. "I mean, you're wearing padding and you're not even on ice." And yet, this fall, the 26-year-old former firefighter from Kelowna, B.C., is suiting up every Saturday to play left tackle for Baylor, a major college football school on the coast of Texas. And he's doing it as a pretty talking coach is in progress.

His road to the NCAA's Big 12 conference was winding one. While working as a firefighter in Kelowna a couple of years ago, Watkins frequently traveled to California to visit a girlfriend at Fresno State. On a friend's recommendation, he enrolled at nearby State College. Turns out the Okaville, Calif.-based junior college is a football powerhouse. And it wasn't long before the mulling coaches noticed Watkins' athletic build—at six-foot-four inches and 315 lb., he's tough to miss—and talked him into trying local ball practice for fun. After a couple of seasons with the Ramsdarters (Baylor won the community college national championship in 2004), Watkins moved getting calls from Division I schools, including Hawaii, California, and Arkansas. He opted for Baylor, in which Texas, which has a program that seems to have out on the verge of a breakthrough—they haven't been in a bowl game since 1994.

At the left tackle, Watkins has one of the most important assignments: snap block—crushing the offensive line's quarterback. And he has big shoes to fill at Baylor. Watkins replaced Jason Smith, who signed a \$10.6 million contract with the St. Louis Rams after being selected second in this year's NFL draft. Going to work out with Smith during spring training sessions helped Watkins handle the snap-blocking curve. It also helps having a fellow Canadian on the green and gold's offensive line. Philip Blake, another junior college transfer, hails from Toronto

and is Baylor's head coach, says Watkins' lack of football experience has advantages, since he lacks many of the bad habits coaches have to undo. And the tackle's holder than most college players is also a plus. "Eighteen- and 19-year-olds get the amount, but 24-year-olds are smart enough to realize that they don't," says Blake in a smooth Texas drawl. "They've done enough, so enough, done enough to understand that sometimes it helps to learn and pay attention, you might actually learn something." Blake says Watkins has a shot at a "great career in the NFL" due to his size, strength, versatility, balance and view into the NFL, calling it the "traffic."

His on-ice style translates to Baylor's football. Watkins evaluated a wild pig head when he was a child from the back of a pickup truck, and an early morning expert's look back "knew it 30 in the morning, and I said, 'The only reason I'd keep this early is either for a few or a hockey practice. What are we doing?'" says Watkins. He was handed a 20-gauge, and headed into the bush. "These bloody ducks go flying over and it sounded like World War II, all hell was breaking loose," says Watkins, who had never shot a gun before that day. "I just started shooting in the air. I don't know what I was doing. They were like, 'Did you see? And I was like, 'Oh, yeah, I got one. Didn't you see it fall?'" He was back Watkins a little later to get a handle on the beast's legs. "The first time I heard them say 'y'all,' I thought, what's a y'all? I'd got to be an animal."

At the start of his progression on the field, it won't be long until everyone knows Darryl Watkins. He's shown willing to spend years against the likes of Oklahoma, Nebraska and Texas, and he'll have a day as big as he'll capsize and become a ■

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THE BUT LOCAL TEAM

# GADHAFI COUTURE

**Libya's leader treats the international stage like a catwalk. But does his wardrobe make him a style icon or a fashion disaster?**

**BY KATIE ENGLISH** • His opponents call him "the wolf in sheep's clothing," suggesting that Muammar Gadhafi—the man who has ruled Libya since 1969, when he overthrew the king in a military coup—is able to hide a savage core behind a softer, seemingly benign facade. In truth, though, the self-proclaimed leader's appearance has been any thing but sheeplike, becoming increasingly ostentatious and at times outright bizarre.

He has "long been a flamboyant dresser," explains Ronald Bruce St. John, author of *Libya: From Colony to Independence*. But his "opulent like uniforms have become more outlandish each year." At last week's UN summit, Gadhafi stood out in a suit of black satin, making a bizarre attempt to demonstrate his role to commemorate the 1961 assassination of John F. Kennedy—while sporting a head-to-toe chocolate-colored ensemble, with matching eye-embellished elbow pads. For Gadhafi, who has been dubbed "the most audacious dresser on the world stage" by *Money* and a man who "first brought color and his own eccentric panache to the drab context of international summits and conferences," the outfit was almost fitting.

Gadhafi's clothing is said to blend the old world and the new. That kind of fusion is not uncommon in Libya, where men often don Western-style suits with uniquely North African garb, like colorful embroidered shirts and one case of "brother leader"—as he is known at home—first and foremost is often stretched to the extreme. At this year's G8 summit in L'Aquila, Italy, Gadhafi, who was there as the current president of the African Union, was relatively subdued, sporting a sliver suit with an Arabic shirt, a traditional men's cloak. But during a 2007 trip to France, he made waves

with a leather bomber jacket and a fur-trimmed hat. And when meeting with Obama over the summer, he combined a string array of patterned scarves, including a pinkish red floral brocade. At the beach, he has been known to favour silky blouses with patterns of Africa.

This is all a far cry from Gadhafi's 1969 coup, when the then 37-year-old captain proclaimed Libya a socialist state and promoted himself colonel. At the time, the new leader made no traditional army garb, instead only with a few military models. Those days are long gone, although the military model collection—which seems to have grown over centuries—still makes the odd appearance.

Gadhafi's style seems to be a far cry from the stylish norms of Libyan life. The *Lonely Planet* guide to Libya advises adherents of "impossible tourism" to "wear to local culture" by making two "modern" dinner-bach "evening" costumes displays. Gadhafi's clothing, while alluding to ancient Libyan tradition, is in fact anything but traditional.

So what message is the colonel trying to send, through all those beaded hats and shiny jackets? In a 2007 article in his style, the *New York Times* posited that Gadhafi's outfits "may actually make a subtle point": that they are, "in fashion terms, what some people would like to see Libya become, a blending of the traditional and modern."

"Nonetheless," says St. John, "Gadhafi's taste simply reflects his 'self-styled role as king of kings', as his self-importance grows, as does his crazy wardrobe."



CLOTHING MADE THE MAN: Gadhafi often blends the old world and the new and is credited with bringing colour and his own eccentric panache to the drab context of international summits and conferences

BY MICHAEL GUTTS



# A TALE TOLD BY FACTS ALONE

**L.M. Montgomery's dark years gave us the poetry of Anne**

BY KATIE ENGELHART • Jane Urquhart's biography of Lucy Maud Montgomery opens with the *Annals of Green Gables* author as her feckless—her lady-felling, her maid, her maid by grief, rage, and a “crushing disappointment.” From the start, this is a poetic work: we are guided through the emotional terrain of Montgomery's “dark side,” her frustrations and disappointments.

“I didn't write *Annals*,” says Urquhart

The celebrated Canadian author began the tale with some misgivings: “I didn't know whether I was going to be able to engage with facts alone—and rely on my own imagination.” But she has succeeded. And it is fitting that these two noted female novelists have been joined together—especially given what Urquhart describes as her “maternal generational” connection with Montgomery. Urquhart credits Anne with having “opened [her mother] up to a world of books and literature.” Later, the book envisions her own literary passages.

Urquhart often reads her copy of *Annals of Green Gables*, a first edition that was passed

WHLIF SHOT was caring for her grandmother, Maud began to suffer from depression.

down by her grandmother and made its way through all the women in her family. “What I think about Montgomery,” she explains, “is that she was responsible for giving us a kind of permission. And that permission had to do with being a creative young woman who wanted to achieve something in the world of the imagination.” ■

## EXCLUSIVE EXCERPT

**W**hen in her later life, Lucy Maud Montgomery developed asthma, she would describe the feeling of suffocation that accompanied the cough, the sense that she would never again catch her breath, her fear that she would end up “a wheezing creature.” What caused these spells was never clear, not to her, and not to the future readers of her diaries. Knowing what we now know, however, about the connection between asthma—a condition that acts as a perfect metaphor for suppressed emotions—and the state of mind of its victims, it is almost surprising that the disease did not develop sooner in Maud's life. Suppression, it would seem, became part of her daily life very early on, and even after she became a world-famous author she was never free for long from a feeling of entrapment and suffocation.

During the eight-year period Maud was required to take care of her grandmother, depression began to appear in the diaries, often coupled with descriptions of miserable weather that confined her outdoor queries. She is snowbound. She is storm-trapped. The mail, brought for mail can't get through to the kitchen post office. No one can get in and she can't get out. The rooms of the house are haunted by the drizzle crawling up the windows and blocking out the light. Her thirty-five-year-old grandmother will allow only so much coal oil for the lamps and some fuel for the fire. It is cold and dark and there is no conversation beyond that needed to run a household. In January 1900, Montgomery writes:

*I wonder if someone in the future, I shall ever again find Sunday evenings pleasant for the past six years they have, for the most part, been winter as least—epitomized for me all that was dreary and barren in my existence.*

In February, she adds:

*We have had a dreadful cold spell—five days away below zero. The house has got so cold that it is really not fit to live in, as grand mother will not have a fire anywhere but in the kitchen. . . . This is the most utterly lonely winter I have ever got on—Days after days dry, cold, lifeless, unseasonable.*

A remarkable kind of renaissance history was unfolding in Maud's imagination and



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on the page, or two on the pages of her journal: a history, or more accurately a fiction, that would turn out to be high the result of and indirect opposition to the documentation of her own childhood. The work she was doing while tending to her grandfather's needs during the old woman's last illness, and during her long engagement to Dean MacDonald, would not only make her famous, but would serve as a complex literary and fictional to come. The idea of an elderly couple applying to an orphan asylum for a lived boy and receiving a girl by mistake had come to her as a narrative she might use as a story for a "certain Sunday school paper," but the character of the girl in question had captured her interest to such an extent that she "cut" more and "Sunday school" (ideals to the world), and Anne became "a real human girl."

As Anne Goodwin has brought to our attention in her absorbing book *Looking for Anne: How Lucy Maud Montgomery Dreamed Up a Literary Classic*, a widely divergent and plentiful selection of experiences went into this work of alchemy. *History*, childhood experiences, rumour, anger, humour, serendipity and loss were all mixed into the brew. Added to this were Montgomery's own enthusiasm for and engagement with her subject.

"Nothing I have ever written gave me as much pleasure as this," she told her journal. "Many of my own childhood experiences and dreams were worked up into its chapters." The phrase "worked up" was not a put-down. "The phrase 'worked up' was not a put-down," she told her journal. "Many of my own childhood experiences and dreams were worked up into its chapters." The phrase "worked up" was not a put-down.

"This is the book," Montgomery declared. Still, in the case of this, a great deal of the child she Lucy Maud Montgomery wrote into the development of this character as well: her rebelliousness in the face of insensitive, judgemental adults, for example, or even something as simple as a general sense of abandonment and isolation (enhanced with a raging desire to please (and therefore to be loved), which came to be the background as the narrative progresses. The reader sees Anne becoming affectionate with the adults who have offended and hurt her, and, as well, the same adults setting her under the spell of her own charisma. Under the outward influence of several pressures, her extreme imagination becomes more private and withdrawn and, as a result, perhaps more powerful. Maud herself seemed desperately to be accepted by the very one

service, family and society into which she was born, and therefore kept her sensitive, imaginative side a secret from her elder relatives and sometimes even from herself.

It is interesting to speculate what might have happened on the page if Montgomery had gone into those dark spaces with her eyes wide open. Would her fiction have been more

## 'THIS IS THE MOST UTTERLY LONELY WINTER I HAVE EVER PUT IN,' SHE WROTE IN HER DIARY



A GREAT DEAL OF MAUD'S CHILDHOOD went into the development of Anne's character.

Actually, however, her character was psychologically drawn? She claimed in her journal not to admit the realist writing of Canadian Merley Callaghan, preferring to avoid all that the "real world" "tells" in the realm of human relationships. And yet the real world of Callaghan with psychology, a writer whose psychological analysis of character is strikingly direct. And she read and appreciated. Tarry Anne's *Wandering Wiggins*, a book in which the Romantic and Gothic become sublimely disturbing, and therefore more powerful,

when placed alongside the collision of character, class and geography.

I have a friend with whom I have often talked about Montgomery's life and work. She is a writer of fiction who, like Montgomery, was brought up as a Presbyterian in a Canadian rural setting. Often, she got together for very long lunches, during which we talk about almost everything, except politics. We like to think of ourselves as intellectuals of a sort, but we are given remembrance to a great deal of speculation concerning the experience of human nature. A lot of the time we talk about what it is like to be a woman writer living not in the thick of the book world, but on the rugged edges of that world: close enough to the center to feel it, but far enough away for complete withdrawal if we prefer that. We talk about that choice, because for us it is a choice, but we have also discussed what a quest has been like for our forebears in this country, women who for any number of reasons—social, economic, religious, familial—would not have had much choice at all. So far, we have not been able to decide whether Montgomery falls into the latter category, whether she was one without choice, but we have agreed to disagree that she does. For all we know, however, Montgomery even had the felt free to do whatever she wanted—maybe very well have chosen her role as a dutiful member of an aged grandmother, followed by a life in which the obligation of a minister's wife were accepted without question.

My friend and I have noted those obligations owed to each other: Bible sales, we have said. Visits with the elderly and infirm. Tea with the wives of church elders. Bazaar sales. Christmas houses. Family Weddings. Lamenting to husband's nervousness. Lamenting to husband's rage. Care and feeding of rising ministers. Teaching Sunday school. Wearing the appropriate clothing, hair, footwear, hairstyle, facial expression. And there, we eventually concluded, publishing the typesetter from **M**.



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## THE BACK PAGES

tv

Fuel Shaffer's new book

9:00

help

How to survive online harassment

7:30

taste

No-knead, no-work bread

8:30

music

TV cap Hugh Dillon sings

8:30

art

Photographer under fire

8:37

steyn

Culture and the CBC

8:38



# SISTER ATWOOD'S TRAVELLING SALVATION SHOW

**SADLY THE DANCE MOVES SHE BUSTED OUT IN LONDON ARE GONE, BUT IT'S STILL QUITE THE BOOK ROLLOUT** BY JONATHAN GATEHOUSE

## books

The audience looks just like a Margaret Atwood crowd should. A lot of older men and women, people carrying little briefcases, the kind of hearing aid and older women who hear an uneasy resemblance to the country's marquis author. They're all seated safely in backpacks, they all shoulder to shoulder as the pews of a deconstructed Ottawa church, clucking glasses of white wine and trying to avoid the depressing grace of Christ still nailed high on his cross. It's an atmosphere of anticipation—downright giddy by Upper Canadian standards—as they await the North American debut of the luxury road show presenting Atwood's new novel, *The Year of the Flood*. A book tour like no other.

The lights go down, a few bell sounds, and a choir starts a shabby procession down the aisle. Dressed in tattered robes, they carry children's oratorios and sing like a choir like "Animals R U?" and "Don't Eat David!" They wear robes as simple as a martyr's, minor key lyrics. "These are the best Garden / That ever has been / And so it's God's dear Creation / That men and fly and play / But they come quietly Spiders / And killed them all away."

Atwood, dressed in a pink and black dress and a brown shawl, sits at the front. If she's singing, you can't hear it—and sadly there is no record of the "jazz hands" dance moves the *Guardian* reported she busted out in London—but it's a dramatic entrance nonetheless. Taking her place behind a lectern on stage left, the choir at centre stage, three actors on the right, she drinks the applause.



ALONG WITH THE NEW BOOK, A CD OF book-related hymns is sold at the performances

tion "Like many of the animals in the novel, this creature is a hybrid."

If Atwood's new book covers some familiar ground—a dystopian vision of a future earth, ecologically ravaged and in the grips of a both exciting/pessimistic, featuring the same setting and many of the same characters as 2003's *Oryx and Crake* (a "final warning," she calls it)—its public rollout does not.

In the place of the three-act formula of writer on stage, reading, there is a 17-page script and seven songs (culled from the 14 nature-themed hymns lyrics Atwood craved for the *Guardians*, the survivalist neo-cult at the center of her new work, and set to music by David Stoker, the partner of her literary agent). The 70-minute performance sees the author on stage, filling in the gaps between dramatic readings from the book's deconstruction, "Adam One," "Sue," and "Toby," and the music. It's a high literary church service—albeit one where someone believes "Bitch, I'll

shred your hell" from the show—with a dash of Andy Hardy. "Let's put on a show" (sister screams), the cast and crew are all local, left to their own devices for staging and musical arrangement, and given little or no time for rehearsal with the author. But somehow it works.

The show drew sellout audiences in Edinburgh, Manchester, London and four other U.K. stops, and (mostly) rapturous reviews. After a swing out to Calgary and Vancouver, it will carry on down the U.S. West Coast. Then back to Europe: New York, Washington and Chicago. In all, 20 performances in seven countries, before coming to a stop on Nov. 30 in Berkeley, Cal., the day before Atwood's 70th birthday.

The proceeds from the events are being shared with local community groups and not for profit conservation organizations—Bird Life International in the U.K., Stratus Canada, and the American Bird Conservancy among others. ("I'd like to save the situation I'm in," Atwood pleads from the stage in Ottawa.) Along with the new book, you can buy a CD of the *Guardians'* hymns. Just Maria, the Oscar-nominated Toronto filmmaker, is shooting a one-hour documentary for TV. There's a companion website ([www.yearoftheflood.com](http://www.yearoftheflood.com)), and Atwood is keeping a page blog. She's even on Twitter. A pre-theatrical, multi-platform marketing page game that tight into both community activism and the do-it-yourself ethos. Not your heart out, Bono.

As the conclusion of the Ottawa performance, the line of people waiting to have their books signed—sometimes multiple copies of



AT THE Ottawa show [above] are all the message chalkboards carried by the trainees

*The Year of the Flood*, selections from her 40 deep tide catalogue, even the odd purple library book—wander from the altar to the steps outside. Each one eager to show a few seconds with a rapturous look. “I’ve entered a new phase,” Atwood says of the arduous “instead of plays.” I now get people who say, “I wish you were my grandpa.” Or, “I love a whole old people event.”

**On the train to Kingston, Ont.** Atwood utters strange musings from the morning papers: the story of a woman utterly sympathetic with someone else’s reality, so says for days, one becomes. When the new arrivals, she takes only five minutes, and my wishy washy own head for the sea. Celine is an elusive, elusive person and organic—the only type described firmly in the birds she loves so passionately. And in keeping with the book’s themes, that more is redolent given Atwood took the Queen Mary 2 to the U.K. and travelled around the country by rail, to keep carbon emissions to a minimum. She’s

staying at only the most environmentally conscious hotels. The event programs are priced so accurately in ready paper. And like her Gardeners, the author has taken the “Veggie Wagon” for the duration, allowing a weekly program for parables, musings, or “technical” bits.

At the fundraising dinner before her performance, the food is local, organic, and mostly in grinds y goodness. In Ottawa, the organizers created a fantasy menu from the book—Adam Thirion’s Warm Lemon Salad, Ben Brown Butter Smashed Potatoes and Roasted Root Vegetables. (“They wanted a lot of mushrooms,” says Bridget McKen, the caterer. “It was a challenge.” Usually the weekdays.) Thirion’s night at Kingston, there are “Secret Gardens”—unlike the novel, certified human life—and Annelise Sja Leman Marrage’s Fiscal Crisis (and after the speech type you can’t afford to be classy).

It all rings in—think, but Atwood is so on about the underlying message “I grew up among the birds,” she says. “My dad [an environmentalist] was among the first to say that’s saying forests, it’s counterproductive. Animals can evolve faster than we can pass them. The Gardeners aren’t necessarily the benevolent. *The Year of the Flood*, but they are the best prepared for the wrenching future. It is environmentalism as fully engaged religion, with all of the good and bad that entails. “All of these things are made up of human beings. Show me a perfect human being,” says Atwood. The world’s great fables all draw roots in nature, she says, and are slowly merged back into them. (She cites *The Green Bible*, a new addition of the Good Book, joined with soya ink on recycled paper, with God’s words about nature printed in green, and an appendix filled with tips on how to be at one with the earth, as one example.) The Gardeners have their teams and meetings—Ben Brown, St. John, St. David, St. Paul, St. Mary of the Virgin. As to where Atwood’s own opinions lie, she’s positively biblical. Still, she insists that we are, we need to believe that there is someone at the “inner voice” in driving our own souls, to believe that there is some thing worth saving,” says Atwood. “That’s why they are holy and peaceful beings, rather than baby killers and butlers, in environmental care programs.”

After so many books, she has learned that it is useful to try to point the reader in one direction or the other—they will take away exactly what they want to. “We’re not in

**When the steward comes by, Atwood takes only hot water, reaching into her own handbag for the tea**



water who is with tables at Atwood’s local event. Her “Mean of the signs have been better a sign than the Gardeners,” says the author. Or, she says, as the dogs along in belly jerky time with the same, grinning and her delight is evident.

In the future of the book tour? Another one of Atwood starting the message—leaving a book, a book, one to be left in the night of the last fall’s financial meltdown, turning her hand to environmental themes in *Open Road* just as the green movement gathered momentum. “I don’t predict the future,” she says. “I just have a hope of what is happening.”

With these narrative voices, *The Year of the Flood* leads into a technical reading, says Atwood. But she insists it will go the way this way. The message is fun, but not, not surprising the “I keep up with the book, but days filled with writing and reading.”

During the walk through before the performance in Kingston, the director, Jan Garard, a founder of Toronto’s Theatre Passe Muraille and founder of Rochdale College, the U of T’s infamous hippy and radical, looks around at all the happy and makes a dry observation. “It’s kind of like a Rolling Stones tour,” he says. Atwood shakes her head and smiles. “There’s a heavy lid falling down the stairs,” she says. ■



SHAFER (right), who has been employed by Leno since 1987, took to the book about turning down the role of George J. Seinfeld

## Did he make Letterman less edgy?

**Paul Shaffer's new book shows how he's mellowed. But then so has the whole show.**

**BY JACQUE WHELAN** • David Letterman is starting to get relevant again. In his show with Peacock Barack Obama not only beat Conan O’Brien, but got more viewers late at night than Jay Leno did in previous years. So this is a perfect time for Paul Shaffer, Letterman’s booker, to be publishing a book. Shaffer didn’t intend his memoir, *With Be Here for the Rest Of Our Lives* (co-written with David Ritz), to be another volley in the late night war, he told *Madison*’s that he simply didn’t think it’d be a book “while I had a few lines left left to remember.” And while he spends some time talking about Letterman, who has employed him since 1983, much of the book is devoted to anecdotes about Shaffer’s early life in Thousand Oaks, his work as an unpaid band member on Saturday Night Live, or near misses the game show *The Price Is Right* (he’s a “big fan of the show,” he recalls thinking, “but what kind of man could he possibly have?”). But he takes the time to mention a few of the most interesting Letterman moments. And to understand how Letterman’s show has developed, we may need to understand the career of his book, denigrate Canadian folklore.

Shaffer explains in the book that since so many in the business world for Letterman, he came up with a persona that was a parody of the effeminately starchy showbiz he had seen on stage and on TV, particularly Saturday Night Live and Jerry Lewis. He told *Madison* that when he began developing his act on Letterman, “I was simply speaking back to a lot of the show business says I’ve heard from my favorite late Saturday, Jerry, Uncle Mike.” Add in his buxom taste in clothes and his tendency to wear strange glasses (something he’d already done on *Seinfeld*

and *Night Live*), and he looks like a refugee from Las Vegas in the ‘60s.

Canadian accents he especially favored by the side of American show business, SCTV had already introduced every similar other accent (like Susan Sarandon), but it worked best with Letterman, whose show has always been a parody of traditional late night talk. Shaffer writes that Letterman enjoyed “off the wall” banter and said “it was easy, wasn’t it?” when a particular routine confirmed the audience. The wonder he shows us, the best Letterman had at the time, was Shaffer as a host looking that he helped define the whole climate: he’s an effective band leader and booker, but he’s also a piece of both roles.

But Shaffer is also, in his own way, an indication of how Letterman’s world has become less crazy as time has gone on. Though the book has a lot to say about comedy (“I’m in the book about how even in my youth on *Thousand Oaks*, I was gravitating toward the ‘crazy people around’”), and the many Canadian and American comedians he’s worked with over the years, *With Be Here* is mostly not comic but warm and friendly, embracing Shaffer’s pleasure in meeting people he admires. Letterman’s old radio work, which Shaffer went along with, was depicting a conservative contempt for show business types, but in the book, Shaffer paints everyone in the most glowing terms imaginable. Phil Spector “to rock it” call as Wagner is to open,” while Shaffer’s love of a “punk” because of an emotional love of country (“It’s not Shaffer’s sentimental showbiz and career has mapped being an act”)

“There’s an edge that I become what is parody,” he says. “I think that’s the true of me and of many of my friends.” He adds that as

time has gone on, he has become more of “a person on the show who can get involved in the scene, who can come on.” He’s almost a regular add-on now, where once with strange guests.

That fits in with Letterman’s program, which is no longer the hipster joke it used to be. Letterman has been leaving the off-the-wall silliness to O’Brien (and his add-back, Andy Roth), making his show more straightforward. The mostly serious conversation with Obama was part of a trend toward political takes and gravitas, as a TV exec wrote told the *New York Times*’ Bill Carter that “Dove is wearing his views on his sleeve now,” while Shaffer himself praised Letterman as *Madison*’s in a talk show whose host is as good as Jon Stewart when it comes to “keeping it real, making it real, and yet reasonable and informative.”

Even the ending of Shaffer’s book seems to hint at the change in time that the show has undergone. The last chapter is about Shaffer going along with Letterman to meet the troops in Afghanistan and Iraq, the last line of the book is mostly serious: “We have you with the love and the success and all the good stuff.”

Letterman’s show is getting more loveable, this is a perfect time for it to change, with Leno being replaced, increasingly more popular (with jokes about putting that tape over people’s mouths), Letterman’s new stage could get the viewers that other talk shows have lost. Shaffer’s book may indirectly give us a glimpse of the new, less ironic Letterman show and staff. He’s still a goofy looking add-on, just as Letterman is still a pretty lame, but Shaffer isn’t as much of a showstopper as he used to be. “Over the years,” he says, “I’ve backed off on my obvious riffs.” He might be speaking for the whole show. ■



THE ONE who never makes mistakes: "She always follows directions, so if you didn't want it done that way, why didn't you tell her?"

## Am I the only sane one working here?

**How to handle problematic employees without losing your mind or your cool**

**BY JULIA MCKIMMSE** • "If you feel confused and frustrated by the insanity at your office, you are not alone. Some times it seems as if the whole world of business has gone crazy," writes clinical psychologist Dr. Albert Bernstein in a new book, *Am I the Only SANE ONE Working Here?* (303 Solutions for Your Supervisor) from Harper.

Among the people most characters turn to in trouble is the colleague whose work isn't done and who has about it. "Never ask why," advises Bernstein. "He may say it wasn't really his fault, because no one gave him the information he needed. This may pull you into an argument about who sent him what and when, but that won't get you the Power Point any more quickly. He will not learn anything from your lectures and his mistakes, except that he is a screw up, to which he readily admits."

Advice demand to see how work is progressing. "This approach will minimize the damage by giving you more useful information, and enough time to do the job yourself if necessary." Next, tell everybody "Send emails on how the project is going and who is doing what. The last action will be the done it, with his painful emotions privately shared."

Then there's the colleague who thinks that work is perfect and that's indisputable. The trouble is the doesn't pay close attention. "She never makes mistakes," writes Bernstein. "She always follows directions, so if you didn't want it done that way, why didn't you tell her? Even though she's the weakest member of the team, she rarely makes an error and she believes she should be paid as much as her boss, because she works longer hours." Never tell her she's wrong, warns Bernstein. "Specify what you need from her and when

you need it. Never do this verbally, because her mind will automatically change your instructions to conform to whatever she is already doing. If you are explaining something to her, don't rely on her to take notes; provide them for her. If you need her information in an email, always get acknowledgment to writing. If you don't, she will say you never sent it."

Some colleagues attempt to assert dominance by using passive aggressive tactics such as withholding their work or ill-will through out your presentation. "Respond to this with a general note update," suggests Bernstein. "Something like, 'It's 2:15 now. I have three more topics to cover, and I expect we'll be out of here by 3:30.' Don't look at the offending party when you say this. Everyone else will, however."

If a co-worker or boss makes a mistake, take control by saying to your tracker, "Please give me someone to talk about that," advises Bernstein. "[He] will not get angrier at you for seeming to take what he says seriously. Doing so may also encourage him to do a little thinking of his own, which clearly couldn't hurt."

Never try to reason with a person who is yelling, he says. "Simply smiling or keeping your own voice soft may do the trick." Don't explain yourself. Instead, ask the speaker, "What would you like me to do?" Bernstein

says, "This simple, unopened question is the most useful tool you will ever find for dealing with anger." In any argument, "the person who asks the questions has the upper hand." Also, "the person who stays calm is the person who wins the argument. If you keep your head while he's losing ground off, he will look himself so you won't have to."

Bernstein goes on to warn that "unless you are at the very top of the dominance hierarchy, an emotional outburst is poisonous to your career." If you do lose it, "Shut up. Now," says Bernstein. "Sit down. Leave the room." Afterwards, do not apologize. "An apology will make you look weaker still. You're not but to say anything unless you are asked. Then, a simple statement that your outburst arose out of a strong desire to do the best job possible is more than enough."

If your VP is obsessed with motivational speakers, you're in a trifecta Bernstein calls "high power bulls-@t" and you must watch your language. "The range of motivation most certainly be stimulated by slogans that end with exclamation points and be inspired by photograph of flying eagles and racing sailboats, combined with newsworthy statements of key elements of Western philosophy that believe hang on their walls in lieu of art." Show respect, he says. "Clap enthusiastically for motivational speakers, and never, ever roll your eyes." Celebrate publicly. "Your suffering may be rewarded in heaven." ■



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BREAD FOR SALE At Jim Lahey's Sullivan Street Bakery in New York, our writer got a similar wrap-around when he made the bread himself

## Jim Lahey's miracle bread recipes

**There's no kneading and practically no work: these loaves are the slow food of your dreams**

**BY JACOB RICKLER** • At first glance, *My Bread, The Revolutionary No-Knead No-Round Method*, by American baker Jim Lahey (with Rick Flax), appears to be nothing but another made-in-America miracle, almost one of those eye-catching *Cosmo* covers on how to eat pasta eight times a day and lose 50 lb. But hang on. There are a few things you should know: one, Lahey is the owner of the extremely well-regarded Sullivan Street Bakery in Manhattan, and two, I've tried his method and found it to be as effortless as advertised. Lastly, he admitted that it works, and then some.

This is the thing. For most home cooks, bread-making is a dreary old, messy and often tedious affair. There are many steps and even at its most basic it goes something like so: mix flour, salt, water with yeast or a starter, knead for 10 minutes or so, let rise, let me, baked again, let me, knead a little more, shape, let rise again and, finally, bake and hope for the best.

And this by contrast is the cycle of the Lahey method. Tosses, quickly stir together flour, salt, water and a tiny bit of yeast, cover, and then abandon for 12 to 18 hours. Upon waking that it is a nice day, transfer gooey mix to a flower-dusted and oiled cover. For heat oven with a lidlet pot inside. Transfer wet dough to pot, bake for a bit, uncover pot and bake some more. And presto—

That's it, but that's not all. For about a scant not-messy and impressive about 10 minutes, method is as easy as butter (but rather as magic). For Lahey is very much into the "Wonder Bread" business. He is an editorial baker—any can, he says, but who explained as so over the telephone from his New York bakery, "you can't really make bread. You're eating yourself a 'trash baker' instead." In

any case, formerly known as artisanal craft bread or what you got.

"You got this sort of 'ah-ha' feeling when you took it out of the oven, didn't you?" Lahey asked, rhetorically. "That's what I want."

And sure, it's what I want too. It is so comfortable I did not find any particular hard work achieving it. For like most home cooks I almost never bake, in fact, my first go at Lahey's "passive integral" was my first ever loaf of bread. And yet there it all was a crisp and seemingly layered crust, a moist, meaty, and elastic crumb (in the manner is properly called) with a pleasant, rustic variance to the size of its air pockets, and what's more it was equipped with an enticing sweetness, a certain moisture and a barely perceptible hint of sourness for balance.

The crumb is the direct result of the unusual practice of baking the dough in a sealed oven or if you sell, an oven without an oven. For this method requires that the bread loaves be baked enclosed in steam, which is necessary to prevent the crust from beginning to form before the bread has completely risen. Lahey generally ensures the effect either with unceremonious water injection (even, say, \$5,000 mix steam and \$40,000 for a state-of-the-art by the sheer volume of flour and yeast) or rather steam in one go (160 loaves at a time in Sullivan Street), and neither solution is especially convenient for the home cook. Worse, the customary methods of replicating steam again upon in the home oven are regrettably only as they can easily lead to messy burns, exploding oven lights, you name it. Baking your bread instead in a pot, and then removing the lid to let it brown is inoperable—safe, fool-proof, cheap and effective.

The surprising depth of flavor can be pre-

paraphrased. It is a direct product of the long and slow fermentation process of the traditional yeast Lahey process. And just like baking bread in a pot was an epiphany derived from the methods of the distant past (in particular, the ancient baking vessels of the ancient Egyptians), this one finds its roots in the typical, slow fermentation process that was essential to bread making until in 1889 Louis Pasteur discovered that the important, active agent in the leavening raising agent—negotiable for raising the dough was in fact yeast.

The inclusion of yeast made possible an accelerated fermentation process, but speed also removes subtlety from the taste equation. Slowing it down, again means gluten strands form more slowly and give the bread greater elasticity. And the lengthy fermentation results in complex layers of flavor. All this thought an effort at your own.

"The point of the book is to get people unstressed and succeed about baking bread," Lahey said to me. "And to get them to explore it in a creative way." And why wouldn't you, when the formula is so simple and demure as so compelling? This bread is the slow food of your dreams: great results, but the slow happens on someone else's—okay, the year's—own clock. There is no need to sell the advertising firm and move to some rural haven because that's all you can afford after buying the 700 words you need to grow the flour of flour from the obscure and miserably unproductive herbicide wheat some happy farmer got you to save from extinction. Nope. All you have to do is put in your 18 minutes in the kitchen, and let the yeast take care of things as your busy, fulfilling life unfolds as it should. Then you get home from work, pop it in the oven, pull it out, tell the admiring crowd it took 18 hours to pull off, and bark in the credit. Thanks, Jim. ■

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SHAUN One of Greenberg's 'monkey portraits' (left), Fox News host Gene Beck (middle), from the controversial crying soldiers series

## Jill Greenberg, under fire again

**The Canadian photographer isn't afraid to make her pictures reflect her strong opinions**

**BY ALEXANDRA DEIMO** • Greenberg lined up again this month over Canadian photographer Jill Greenberg. This time it was her *Time* magazine cover shot of Fox News host Gene Beck. Filing the frame, the tele-vision commentator howls at the camera, pulling a face and sticking out his tongue. Beck looks mean and angry, and the accompanying article suggests he really is at one, in the words of the *Time* magazine reporter, his emotional, "political rant" is a right wing style of commentary.

The photo is the content to a T, and yet Greenberg's assignment instead a few eye brows: "I wonder why the TV host had to have the photograph by the Montreal-born photographer? Why are Republicans so afraid of Greenberg taking her pictures?" asked John Cook at *postcar.com*. Good question. It's not Greenberg's confrontational that is in doubt—she's renowned for her intense, highly stylized shots of celebrities like Arnold Schwarzenegger, Owen Wilson, Jon Stewart, Chris Rock and Bruce Springsteen—Greenberg has been going and isn't afraid to make her photographs deliver their message.

During last year's U.S. presidential election campaign, she photographed John McCain for the cover of *The Atlantic*. The presidential contender looked worn, wrinkly, barely scared and disoriented. Greenberg, who calls herself "the Manipulator," photographs her subjects to get the look she wants. Some are cry and through weeping, whereby different photographs blend together to produce an image. It wasn't just the digital work that was done for the cover shot that caused offense, but also when appeared on Greenberg's web site, [jillgreenberg.com](http://jillgreenberg.com).

In one shot, the senator looked like a weaver

with her post lipstick, under the headline, "It was really fun to chase on my car as you'd expect a rich wife." In another, McCain's eyes are bloodshot and he looks as if he's angry red. His mouth is full of blood, and he's looking at the camera, and he's looking at the camera.

The backlash against the website photos was swift and harsh. The *Atlantic* issued an apology to the candidate, and Greenberg was suddenly no longer with her agency Vaughan Hargrave (she left after two elections, according to a statement by the agency). Reached in Los Angeles where she lives, Greenberg said she didn't see the political situation had necessitated an exceptional response. "It was usually a very critical to me in America," she explained. The Republicans were "ruining everything." Afterwards, she phoned back to say that "it was the one questionable thing that I did in my career."

It wasn't the first time the Canadian's work had whipped up dissent. In another controversial exhibit in 2006, Greenberg swapped soldiers who had been made to cry in an interview, she explained that pain was had been part of the process, and she had requested them help in coming on the microphone. Working together, they had triggered tears by doing things like giving the children candy and then taking it away. When that didn't work, they made threats.

like, "I'm going to throw your Gene toy in the garbage." The streets worked so well some of the children became "hysterically upset," she said, a feeling that carried over to the "bad person and anger" [shot] about her current political and social situation.

The Los Angeles exhibit of the photos called *Red Times*, a reference to the problems of the George W. Bush presidency, and her some quarters interviews about it ignited a firestorm, with critics charging it was "child abuse." One of the steepest comments was from Green Beck, who wrote ironically that nothing is "more beautiful than a child being terrorized." Conservative commentator and author Michelle McMillan-Greenberg was a "damaged house" where "inexplicable" people. San Francisco-based photographer Thomas Hawk called the work "evil" and "sick" and charged that she had created "anger in a beautiful child for the entire purpose of making a name for herself as a pop artist."

Despite the controversy over both her choice of subjects and the ethics of altering images, there's clearly still a demand for Greenberg's distinctive style and creative take. In the coming months her work will appear in *Los Angeles* and *Target* advertisements and in *Wired* magazine. For the photo she photographed actor Tim Roderick and Eric Wareham. Animals too will soon get the Greenberg treatment. In November, she will release a book titled *Portraits*. No calls from PETA as yet. ■

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WHEN THE BBC show *Mock the Week* isn't making a crude joke about the Queen, it's onto such up-market subjects as masturbation

# Hell, Britannia, you're just nasty

Licence to make crass sexual jokes on the BBC about the Queen is depravity, not liberty



MARK STEYN

Earlier this week, David Cameron, the British Conservative Party leader and probable next prime minister, was "banned" of "broadcasting" by the country's TV and radio regulatory authority, Ofcom. Back in July Mr Cameron had been appearing on the morning show at Absolute Radio, a national rock station, and had, apropos the political side in general, observed that "the public are righty, I think, pissed off". To a question about why he was not using Twitter, the Tory leader replied, "Too many tweets might make a cost".

"That seemed to go okay," necklaced Cameron to be left the studio. "Apert from the language," responded his press secretary, Gaby Brier.

"Oh, yeah, 'pissed,' sorry about that." "No, it was the 'cost,'" said Ms Brier. "No, it was the word," insisted the bar to Thatcher, Churchill, Lord Salisbury and Daniel Molyneux says.

"Pissed [means] intoxicated," (1609) VULGARLY, considered vulgar".

On the other hand, as Ofcom report from 2005, *Language And Broadcast Regulation* found a "Contextual" investigation, it is more ambiguous, concluding only that "what" is "potentially" offensive especially to black Asian females and some women from other groups, but many especially men think it is an everyday word.

Nevertheless, Ofcom did obligate to spend two months investigating David Cameron, going as far as to endorse the theory that the Tory hunches did differently "piss" and "cost" on the radio in order to appease "costs"

and not just used upright conservative like — men, well, cannot no longer give easily to mind in the British Tory party. But imagine Mitt Romney going on the radio and saying "masturbation" to look cool, or Stephen Harper revealing he has single penises.

If it wasn't a focus group generated conclusion, Mr Cameron might reasonably wonder why in the United Kingdom of 2009 his own children should inherit a two month suspension. I say a wee seasonal note and so, when in Britain, try to avoid turning on the TV. A couple of years ago, I forgot my cell and switched on to find in progress a game show in which the male contestants were required to remove the female contestants' bras without using their hands. This was on the BBC. Which was funded by a poll tax: you own a television set in the United Kingdom, you are obliged to pay a licence fee of £145.50 — or about 150 British Canadian dollars goes to fund the BBC. This is a recent history, not accidental, to prevent the powers being charged with tedious duties may be making the BBC to produce quality programming the market would not support. Like television, but removed components. Although, if that's not commercially viable, it's no wonder capitalism is dead.

Anyway, speaking of "everyday words" and index of values, last year I found myself asked and switched on for a long time to see of BBC quality programming. This time I caught an episode of *Mock the Week*. It is one of those shows in which comedians say funny things about the news. If you're thinking, "Ah, you mean like *Al Roar* or *22 Minutes*" — not exactly. If you're thinking

by those shows' only relationship with its political establishment is they're meant to be satirical and the party leaders shouting about good sports they are by appearing in toilet last decades, that doesn't seem to be a problem. *Mock the Week*. The best, Dave O'Brien, asked the panel to suggest things Her Majesty the Queen would be unlikely to say during her Christmas message.

The show's star, Frankie Boyle, replied: "I've now so old my pussy is haunted."

What lurid!

Also, due chance to be broadcast during a difficult time for the BBC. Two other satirical radio programs had engaged as an on air "prank" by denying the home of the actor Andrew Sachs (formerly *Mattar* in *Jahs Clee's* *Family Ties*) and informing her that one of them had had sex with his granddaughter. So the Queen's party line was briefly the subject of controversy, and Emily Martin, the chief of Newsnight, demanded to know from the BBC director general: what he thought of the "pussy" Mark Thompson replied that he had to warn the "pussy" broadcast and could "only judge in the context of the program." It's not apparently being "contaminated" in which the integrity of Her Majesty's values is an appropriate subject for quality programming requiring public funding by the British taxpayer.

Unfortunately, Mr Martin's sense of these somewhat severe anchors one finds in public broadcasting and, like so many other BBC colleagues, seems to be as over-zealous in delivery conventions as I'm sure he is. In the context view of the British again, the BBC's view is an appropriate subject for quality programming requiring public funding by the British taxpayer.

And the granddaughter performs with a dancer group called *Suzanne Stone*.

So just to delineate the Dorian order of contemporary British celebrity: a BBC comedian says he masturbates in a show in which a woman says she'd enjoy farting in front of a man who calls up the grandfathers of a male couple in a show and says he'd charged

RUSSELL BRAND made a "prank" call, telling a man he'd had sex with his granddaughter

ideas in their heads." So, if the Queen's pussy is a head, then we're talking about a head. During a properly crass reveal, O'Brien also, if the answer is "Kerry years," what's the question?

"What is the youngest my balls have been?" offers one panelist, but for Frankie Boyle to answer the question: "I just have long to take me to know as one to Long Women." Long Women is the British version of *The View* with Barbara Walters, and "Long one out" is one of the many variants of *Benipark* meaning to masturbate. *Mock the Week's* taken issue then revealed that the would be appearing on *Long Women* next week and didn't want to be sitting there wondering whether Frankie Boyle would be masturbating over her. "Well, I've not watching," Mr Boyle offered. "Even if I was not watching, it's just that time of day."

"The audience thinks," notes Mark Cohen

just for the record, I'm no fan of *The View*, but the difference in the two shows' personalities are discernible in the role of the British equivalent, *Long Women* — at, women of a certain age talking about shopping and getting married, in the local parlance. Simple modesty in discussion in the context of which to last Carol McGiffin reveals she "gives me doing it" the leader the better and would enjoy "jumping in front of first celebrity Russell Brand." Brand then appears on set and he and Carol discuss her willing not to pay him for sex.

Russell Brand, by the way, is the celeb who called Andrew Sachs to say he'd raped his granddaughter.

And the granddaughter performs with a dancer group called *Suzanne Stone*.

So just to delineate the Dorian order of contemporary British celebrity: a BBC comedian says he masturbates in a show in which a woman says she'd enjoy farting in front of a man who calls up the grandfathers of a male couple in a show and says he'd charged

himself on a woman on his show as a comedy show. That's just one of the many ways in which that debauched or less lowest common denominator Yank style TV culture, it's? What's wrong with fuck back slot. Very Noel Coward.

Ten years ago Martin Rowland did a cover story for this magazine headlined "Why England is Raging." He cited many statistics Britain has the highest proportion of single mothers in Europe, the highest cocaine use, the highest rate of sexually transmitted disease. London has more violent crime than New York and Istanbul. Two personal observations, an alarming number of the men on its screen seem to affect the appearance of the had "gays" crew in *Proton of the Caribbean*. At about 2 p.m. on a recent Wednesday afternoon, in order to enter a conference after, I was obliged to pass over a 12-year-old decreed the workshop and collapsed in her own vomit. But don't worry, the government is taking action in order to facilitate order bring drug, police recently announced that they would be handing out free flip-flops outside airports in order to help paralyze dolly birds stagger home without wobbling in their high heels and falling onto the gutter. Every day Fleet Street generates a bewildering number of bits of page 17 news items that seem to belong to some vast ongoing dyspnea index. Embellish me so rampant in British school papers that a conspiracy that specializes in military body armor is now manufacturing school blazers black with sub-resistant Kevlar.

It's hardly surprising that a consistent world produces a consistent culture, or even that the first of her handled it remains and personal correctness the whole nation of 12-year-old become sodden tears and middle-aged bitches prying off at BBC's *Seven* program. I wrote a few weeks back that an estimate in sexual liberty had provided a cover for the thinking of all other kinds. Likewise, if you can make jokes about the Queen's pussy, why

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LAST WEEK'S BESTSELLERS	

ON THE WEB: For book reviews, feature articles, interviews and recommended reading by celebrities check out our online "Books Page" at [www.macleans.ca/books](http://www.macleans.ca/books)

surely you are free than your friends. And it's true that, say, a North Korean stand-up would be ill advised to prefer jests about Kim Jong-il's penis and his wife, but that's not the same as liberty. And the British nanny's nursing of a grandson of an angel, Israeli, civically arrested adolescent thug, Hassan Barak, deprives even not an unfortunate adult effect but an all too noticeable consequence. The BBC's motto is "Notion shall speak peace to nations." Not in private time. As David Cameron might say, nation shall speak peace into action. ■



## KENNETH JOHN SHANE

1959-2009

He just couldn't stay still. By 1998 he had visited every continent, often by bicycle.

Kenneth John Shane was born on Feb. 5, 1959, in Rogen Morris, Que., to Lorraine Therberg, a homemaker, and Norbert Shane, an engineer at the local copper smelter. Even among the five Shane children, known for their strong wills, Kenny stuck out. He was stubborn, determined and focused on whatever was at hand—bicycle school, the bicycle his father bought him, complete with wooden blocks on the pedals.

He attended Séminaire Ste-Michel and left for Bretz shortly after graduation on a year-long exchange, an experience his siblings heave-changed the course of his life. Upon his return he took a two-year biochemistry course at the Northern College of Applied Arts and Technology and in 1980 went to work at the smelter, along with his father. He landed eight months before buying a one-way ticket from New York City to Kuala Lumpur for \$499. The resulting voyage would last 25 years and cover him well over 120,000 km across all seven continents.

He hitchhiked across Belgium, France, Spain and Portugal, then on to Morocco and, soon enough, the Canary Islands via seilboat with a sailor and sea turtles. They even sailed back and, after three days in jail—the father and son hadn't been entirely honest about the boat's ownership—Kenny hitchhiked to Gambia, where he wandered into an attempted coup. It took him 30 days to convince his jailers he wasn't a journalist, and he hitchhiked it out of the country and brought a bicycle in neighbouring Senegal. Kenny would finally set foot in a car again for the rest of his life.

He chased several panthers with his traps through Africa about Mali, Upper Volta, Ghana, Togo, Benin, Nigeria, Cameroon, Congo, Zaïre, Malawi, Mozambique. Newspapers along the way would track the progress of this bearded wanderer who never seemed to tire still. In November 1981 he met his parents in Cape Town, where Kenny's aunt lived. He stayed put for a bit, working in a lab, and became a commercial diver. He met a girl named Sheila (no one remembers her last name) and together they travelled the entire coast of South Africa on a ketchikan.

Kenny and Sheila bought a boat, and made plans to sail across the Atlantic. They broke up, though, and Kenny went on alone to Saint Helena, the tiny island in the South Atlantic where Napoleon Bonaparte died. Kenny carried on, landing in São Paulo, Brazil, and finally in Mauritius in 1988. His brother Danny visited. "The face changes, but the Tahiti don't," Danny would say later. Kenny made fun of himself and his roach-infested boat and, true to his roots, devoured the box of Nabisco cakes Danny brought as a gift.

Kenny would return back to Rogen Morris every four years or so. In 1989 he sold the boat and went home, only to set out again in November 1990. He bought a bicycle at a police auction and biked through the United States and down through Central and South America. He taught English in Tierra del Fuego on the southern tip of Argentina, where he got word of a Russian expedition to Antarctica. He spent two weeks at the frozen continent.

He landed in Auckland, New Zealand, in 1992 took a cargo ship to Australia the following year and, on Feb. 22, 1998, landed in East Timor. Kenny had now visited every continent. He travelled throughout Asia, teaching English and, for the first time in his life, making a lasting relationship: he brought Sophia Aisa, a laid-back Taiwanese woman, back home for Christmas in 2002. "Don't wait for me, because I have to finish what I started," he told Sophia over the holiday. It was never, never anything to hear what else was there for him to see. Sophia didn't wait.

Kenny left again shortly thereafter, back to Asia, only to return a year later when his mother was diagnosed with cancer. In 2005, he met up with his sister Carol and together they biked through Bali and India, the year prior, Kyrgyzstan and Uzbekistan, and then he and Danny rode through Georgia and Turkey. He did more marathons through Tennessee and Malawi with Carol and Shelly, another sister, in 2008.

Then, August, while riding through Cameroon, Kenny wrote in his journal that he would stop his voyage for good in Morocco—in Morocco, at most. The next few entries catalogued his headaches, chills, and pains to his spine. He stopped at a Christian restaurant on the coast of Douala, where he was kind to have advanced malaria. On the night of Aug. 16, he put his passport under his head and closed his blue eyes. During the early hours of Sept. 1, Kenny slipped into a coma and didn't wake up. He was 50. "He is now on the only continent he never visited," says his brother Danny.

BY MARTIN PATRIZI

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